

47
M.A. THESIS

"The language of contemporary
newspaper advertisements in
English"

by

Eugene Otto Oscar Winter

presented to University of London,
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PREFACE

Introduction

This is a descriptive study of the language of printed advertisements which were taken from the British National Press. Last year a very thorough M.A. thesis was presented to the University of London by Mr. G.N. Leech entitled: "The Language of Commercial Television Advertisements." His thesis is primarily on syntax whereas the present work is primarily on Lexis and its grammatical environment. ¹ Because we approach our analysis from different ends

1. A likely term suggested for this kind of analysis is lexico-grammar.

and because we are tackling different mediums, our method of approach is not strictly comparable though comparisons have been made at points where our work coincides. In spite of the radical differences of method, it has been possible for me to benefit considerably by comparing our work. In particular, it has enabled me to avoid duplicating certain work which had already been done by Mr. Leech and to concentrate more profitably on the problems of Lexis. In short, his useful work has acted as the complementary perspective of the analysis from another plane to mine.

The Sample

On the advice of Professor A.H. Smith, I chose to contrast two ⁸homogenous bodies of material, the advertisements of Patent Medicine with the advertisements of Womens' Clothing. In a pilot survey of a week's issue of the National Press, I had discovered that these two groups were the most frequent of all consumer product advertising. ²

2. The total words, including all the repetitions of advertisements for that week were 157,202 words of which the above two groups account for 47,530 words or 30.3%:-

Text M : 25,907

Text C : 21,623

47,530

The nearest rival in size was Food and Beverages at 15,290 words which on excluding repetitions was reduced to 10,099 words.

As they were the largest of the homogeneous groups and as they appeared to differ considerably in style, I decided to employ them as material for this thesis.

Patent Medicine (Text M) is a term which covers a variety of products:-

- a) capsules, embrocations, creams, liniments, lotions, pastes, pills and tablets which are sold as home remedies for a variety of bodily or physical conditions.
- b) certain "health" beverages, tonic wines, and special vitamin courses intended to improve one's health and mental well-being.
- c) Pep pills (Pro-Plus and Sprint)
- d) Sedatives? (Relaxa Tabs)
- e) Toothpastes and powders, whether for natural or for false teeth. I included these because they are part of bodily hygiene.

Women's Clothing (Text C) is a term which requires little explanation except to say that it covers all clothing worn by women except, of course, shoes, handbags and gloves.

The number of advertisements were as follows:-

TABLE A		PRESENT SAMPLE	
	Total with Repetitions	Total actual advertisement	Words
<u>Text M</u>	335	114	14,943
<u>Text C</u>	174	127	15,546
<u>Total</u>	509	241	30,489

Taking the first column of Text M, 335 advertisements had to be collected in order to provide 114 actual advertisements. The explanation is that the advertisers place advertisements in different newspapers. In some instances, I had to reject advertisements contained and phrases which were repeated in different advertisements. Fortunately there were few of these.

newspapers or they may repeat the advertisement twice in the same newspaper within the week. For instance, one of the rare advertisements^{1.} which appeared in 'The Times' also appeared in the

1. An advertisement for Beecham's Powders with the headline:- SNEEZING - IS IT A COLD? The actual words are fitted into a large question mark. For 'The Times' advertisement see page 18 of the 6th October, 1961.

following six newspapers:-

The Daily Express
The Daily Herald
The Daily Mail
The Daily Mirror
News of the World
The People

It will thus be noted that Text M has many more repetitions than Text C. Both samples were collected from the same source beginning from the 5th October 1961. The advertisements of Text C are for the exact week ending on the 11th (inclusive) but I had to collect advertisements for Text M until the 16th inclusive before I had sufficient material for the 15,000 sample required.^{2.}

2. In the first week there were 103 advertisements left after 88 repetitions had been discarded. For the next 11 advertisements, 140 repetitions had to be discarded. I have noticed that certain Text M advertisements may be repeated unchanged for years. There are several in the present sample which can be traced back in newspapers as far as 1956.

In some instances, I had to reject ~~repetitions of~~ sentences and phrases which were repeated in different advertisements but fortunately there were few of these.

/The environment of the texts

The Environment of the Texts. The material has, as I have already mentioned, been drawn from the British National Press as being sufficiently representative of the English used in contemporary newspaper advertisements. There may be regional differences in the provincial newspapers but I suggest that these may not greatly alter the results of the present work.

The following table lists the distribution of the advertisements from the week of the 5th to the 11th (inclusive) October 1961. Note that these figures include all the repetitions of the same advertisements in different newspapers for that week:—

7. Evening News	1	0.7	9	5.0
8. Evening Standard	2	/Table B		
9. Manchester Guardian	1	0.7	3	4.5
10. The Times	4	2.9	2	1.8
Totals	139	100.0	112	100.0

National Sunday Papers		TEXT M		TEXT G	
		Number	%	Number	%
11. News of the World		26	35.6	2	3.2
12. The Observer		2	3.6	11	17.7
13. The People		16	29.5	2	3.2
14. Reynolds News		3	4.4	2	3.2
15. Sunday Express		8	1.6	14	22.7
16. Sunday Pictorial		10	17.9	3	4.8
17. Sunday Telegraph		2	3.6	10	16.1
18. Sunday Times		1	1.8	18	29.1
Totals		98	100.0	62	100.0

Table B: Showing the distribution of the advertisements in the National Press.

<u>National Dailies</u>	<u>TEXT M</u>		<u>TEXT C</u>	
	Number	%	Number	%
1. Daily Express	41	29.5	9	8.0
2. Daily Herald	16	11.5	3	2.7
3. Daily Mail	25	18.0	12	10.8
4. Daily Mirror	33	23.8	10	8.9
5. Daily Sketch	6	4.3	3	2.7
6. Daily Telegraph	10	7.2	24	21.4
7. Evening News	1	0.7	9	8.0
8. Evening Standard	2	1.4	35	31.2
9. Manchester Guardian	1	0.7	5	4.5
10. The Times	4	2.9	2	1.8
Totals	139	100.0	112	100.0

<u>National Sunday Papers</u>	<u>TEXT M</u>		<u>TEXT C</u>	
	Number	%	Number	%
11. News of the World	20	35.6	2	3.2
12. The Observer	2	3.6	11	17.7
13. The People	16	28.5	2	3.2
14. Reynolds News	3	5.4	2	3.2
15. Sunday Express	2	3.6	14	22.7
16. Sunday Pictorial	10	17.9	3	4.8
17. Sunday Telegraph	2	3.6	10	16.1
18. Sunday Times	1	1.8	18	29.1
Totals	56	100.0	62	100.0

It is worth noting that the texts employ different newspapers for their purposes of trade. Text M can undoubtedly be regarded as a feature of the 'popular' press^{1.} in the daily and in the Sunday

1. For convenience, I regarded the following newspapers as 'quality': Telegraph (6), Guardian (9), Times (10), Observer (12), Sunday Telegraph (17) and Sunday Times (18). I have included the Telegraphs (6) and (17) as 'quality' papers though the paper seems to belong somewhere halfway between 'popular' and 'quality'. The remainder are regarded as 'popular' here.

papers (especially Nos. 1, 2, 3, 4, 11, 13, 16). Text C shares the 'popular' press in almost the same proportion in the daily papers but differs sharply from Text M in its choice of the Sunday papers for, instead of the three large-circulation 'popular' papers (11, 13 and 16), it employs the three 'quality' papers (12, 17 and 18). There is a further difference to be noted: Text C uses the morning and the evening papers (7, 8) in nearly equal proportions whereas Text M uses the daily papers and virtually ignores the evening papers.²

2. A possible reason is that the circulation of the evening papers is too low.

In "Britain in the Sixties: Communications" (Penguin Books 1962) Raymond Williams has an interesting chapter (3) on 'Content' in which he has made a similar analysis to the above table. In an analysis of the various products in the press of July 1961 (3 months earlier than my sample), he shows Patent Medicine as one of his divisions.^{3.}

3. He does not give any criteria for his selection of Patent Medicine so I cannot be sure about how comparable this analysis is. As an approximation, which is all it appears to be, his tables are useful.

In his Table 3 (p.30) the concentration of these advertisements are Express (16/71), Herald (13/71), and Mirror (16/71). ^{1.}

1. His figures for the daily papers seem rather low to me. He does not state the exact time period of his sample. The total of his advertisements (excluding Evening News and Evening Standard) is 1,738 as compared with my survey of a week's advertisements, 3,039. This figure includes The Financial Times and the evening papers but the difference cannot be matched by these advertisements.

In his Table 8, the three most used ^{Sunday} papers are : News of the World (23/51), People (14/51) and Pictorial (9/51). ^{2.}

2. Note how close his figures for the Sunday papers are to mine 51:56.

From the circulation figures given in his Table 1 to 6, there would seem to be a correlation between the concentration of Patent Medicine advertisements and a large circulation.

The Method of Collection

To avoid the dangers of eclectic assembly, the method of collection adopted was to have a slip for every word in the two samples as well as additional slips for other grammatical features which were not covered by a 'word'. The following table shows how many more slips were required:-

Table C: Showing the total number of slips employed in this analysis.

	GRAMMATICAL CATEGORIES	Text M	Text C	Total
1.	'Words' (Table I - Append.)	14,943	15,546	30,489
2.	'Sentences' (Table 49)	1,264	1,380	2,644
3.	Nouns in apposition	109	96	205
4.	Nominal Adjuncts	41	40	81
5.	Contact Clause	73	49	122
6.	Unco-ordinated Series (all)	142	276	418
	Total of slips	16,531	17,347	33,878

Explanation of the table

Word: the analysis is a word-based one. Reasons will be given after the explanation.

Sentences: for the purpose of the analysis in Section 6 (The Grammatical Environment of the Lexis), whatever occurs between fullstops was collected regardless of grammatical dependence.

Nouns in apposition: as the heads of this construction went into the vocabulary analysis, an extra slip was required.

Nominal adjuncts: the adverbial-type nominals, the minute he comes in in "You know, AT ONCE, the minute he comes in - there's a cold in the house!" (Text M); and all the way in "Smooth control all the way - your best-loved aid to figure beauty." (Text C)

Contact clauses: zero noun clauses and relative clauses.

Unco-ordinated Series: the above figures are for all ranks which are unco-ordinated. The co-ordinated series, and, but, or etc are accounted for by these words.

Method of Analysis

Method of Analysis

I was influenced into adopting a contextual approach by Professor R. Quirk's article "Towards a Description of English Usage" which appeared in 'Transactions of the Philological Society' (1960). In defending the Survey's procedure of description which is based largely on the word, he writes, and I regret to quote him out of context:-

"It seems to me that the sentence is less satisfactorily definable as a unit than is the word, more particularly so in English where the word may be said to be fully institutionalized, and that it is in fact difficult to set up phonological or other criteria for the spoken sentence which will isolate any very useful or stable unit, or which will enable different investigators to segment alike the same material, or which can even be applied consistently by a single investigator. Moreover, just as the word has relations in a specific context, so has a sentence - however defined - in its own context: its form and meaning are or may be importantly determined by outward reference in an ever-widening orbit." (1)

(1) See Section VI and page 55 from where the quotation is taken.

I accordingly decided to put this theory into practice subject to the following procedure before the real analysis could begin:-

a) Account for every word ^{2.} and the above grammatical

2. In words, for instance, verbal contractions were collected as their constituent parts e.g. in he'll, two items are collected, the pronoun he and the auxiliary 'll.

features by recording each in its full context of a sentence on paper slips. ^{3.}

3. These were typed on foolscap paper. Before cutting the sheets into 8 - 4" x 3" slips, care was taken to mark off every item on the slip so that if there were, say, 30 words in a sentence, each of the 30 copies would have to be marked.

b) Sort the cut slips into their various word-categories of 'open-system' and 'closed-system' items.

c) Count and list each category of word. The logical result of such a listing by word can be seen in the supplementary analysis of the sample in Table I (A to E) of the Appendix.

Classification of Material

The problem of classification by word has proved simpler ^{1.}

1. The advantages of classifying by word are that:-

a) one is forced to reconsider each item in its context
e.g. the rise in the phrasal give rise to.

b) one has to account for each slip of the text. This is a more reliable method for an initial survey than accounting for all ranks.

than the difficulties expected with the classifying of the higher ranks of group, clause and sentence. As my purpose was to explore the lexis, all I required initially was the four fundamental categories of noun, adjective, verbal, adverb for which fairly simple criteria sufficed. When I had completed stage c) above, I then decided to prepare lexical tables which would explore the relationship between frequency and grammar of lexis. Here again these tables attempted only the simple permutations of each class. The classifications of grammatical categories such as those of Barbara Strang, Archibald A. Hill and O Jespersen would have been too refined and complex for the way in which the work developed. In a purely syntactic study or in a more advanced analysis of lexis than the kind attempted here, these works would be indispensable references.

/In practice

In practice I have had to adapt new terms from various sources as the need has arisen for them. In addition to benefitting from the work of the above three linguists, I have, in particular, adapted many of Dr. M.A.K. Halliday's categories and regret that I came too late under his tutelage to make a fully adequate use of them.

Classification, however, is only the first stage of analysis, the more difficult problem is the interpretation of the data which must necessarily be subjective. In this respect, I have been very fortunate in having the benefit of Dr. Halliday's interpretation of the more complex and unexpected developments in my research where a lack of suitable linguistic concepts made interpretation difficult.

To allow for the possibility of statistical inaccuracies and collection error, I have, in my comments tried to rely only on substantial differences in the quantitative data. I have, as far as possible, tried to avoid making comments on the purely semantic nature of my texts as I felt that such comments would side-track me and affect my perspective. The principle I deliberately applied then was to forget what I knew about advertising and trade and to concentrate on the linguistic side.

Division of Sample

As the statistically ideal, two equal size samples were collected so that the analysis would be a simple comparison of two 15,000 word texts. Within the texts further divisions of traditional headline, caption and body copy could be made^{1.} but such a division has been

1. See the definition of these on page 166

avoided as far as possible for the following reasons:-

a) the unequal sizes of the three divisions in words especially in Text M where the ratio of body copy to captions and headlines is highest. The proportions taken from Table 47C illustrate this:-

Table D

Comparison	Text M	Text C
	Ratio of Words	Ratio of Words
Body copy : captions	12,299 : 1,000 <u>or 12.3 : 1</u>	10,574 : 3,026 <u>or 3.5 : 1</u>
Body copy : headlines	12,299 : 1,653 <u>or 7.4 : 1</u>	10,574 : 1,936 <u>or 5.5 : 1</u>
Body copy : both	12,299 : 2,653 <u>or 4.6 : 1</u>	10,574 : 4,963 <u>or 2.1 : 1</u>

b) the number of words in the divisions of caption and headline are too small for a reliable analysis, especially of lexical vocabularies. For instance, if one wanted to study the headlines of Text M, a sample of 185,000 words may suffice to yield the 12,299 words.

c) in such a division a careful study of the typography would be essential. It was mainly by this criteria that the divisions were made for Section 6. But as the variation in typography is considerable and often arbitrary, I have avoided basing a thesis entirely on these distinctions.

d) a study of headlines and captions should include layout and their accompanying illustrations or photographs as these often provide a semantic context for the linguistic structures appearing there

/ e) Text C

e) Text C in particular employs a marked caption-style (a high proportion of Minor Sentences - see Table 49) in body copy so that the only apparent difference, apart from typography, between the sentences in body copy and those in captions and headlines is one of length: there are less series in the latter two.¹

1. Anyone wanting to study the linguistic technique of headlines would be better advised to take those of newspapers. To me these seem to have a far greater variety and scope. The following example would be unthinkable in an advertisement headline.

ARREST WELENSKY KUANDA DEMAND

This appeared on an Evening Standard poster two years ago during a political crises in Rhodesia in which Sir Roy Welensky was involved in a quarrel with Kenneth Kuanda, the African nationalist leader.

The comparison between the Lexis (Sections 1 to 6) has therefore been between the two samples as a whole. In Section 6, the division was into body copy, captions and headlines for the statistical tables.

The Examples

There are 382 examples (5057 words) which are more important than their numbers suggest for, because of the homogeneity of the texts, these could be used for many more examples. For instance, it is possible to study the permutations of particular items within the thesis. To take a frequent item from each text, relief/ve/ver/vine from Text M and fashion/able/ed/s from Text C (see Table 36).

/Table E

Table E: Showing the distribution of two frequent items within the 383 examples of this thesis. ^{1.}

1. Further proof of homogeneity can be provided by the following analysis made of the examples of Text C quoted in this thesis. Of the 94 characteristic (10†) items listed by Tables 10, 12, 18, 20, 24 and 26, 88 or 93.6% account for 431 occurrences. Only 6 items had no examples! I was unable to complete the analysis for Text M but it is fairly certain that it would yield a nearly equal number of examples.

TEXT M

Lexical item	occur.	Example numbers in thesis
<u>relief</u>	22	7, 13, 14, 21, 24, 65, 81, 85, 104, 121, 127, 128, 202, 212, 229, 230, 236, 250, 300, 336, 369, 372.
<u>relieve</u>	6	82, 160, 209, 235, 259, 367.
<u>-reliever</u>	1	326.
<u>-relieving</u>	1	100.
	30	

TEXT C

Lexical item	occur.	Example numbers in thesis
<u>fashion</u>	13	45, 47, 48, 139, 144, 192, 203, 240, 244, 304, 318, 339, 350.
<u>fashions</u>	5	37, 46, 305, 315, 328.
<u>fashionable</u>	3	51, 193, 194.
<u>fashioned</u>	3	55, 80, 195.
	24	

Limitations of Thesis

The thesis is composed of two apparently unequal parts:-

- (1) Lexis: Section 1 to 5, pp. 1 to 163.
- (2) Grammar: Section 6, pp. 164 to 204.

The term Lexis is misleading for, as it will be seen, there is a substantial amount of grammatical analysis of the lexical items to offset the bias which the above proportions suggest. Furthermore, I would like to make it clear that the work on Lexis and Grammar is intended to be of a preliminary nature. There are three limitations to be considered:-

- a) the size of the two samples taken separately is rather small
- b) the method of collecting items in the context of a sentence, especially that bounded by fullstops in the present work, is somewhat artificial.^{1.} In a more advanced work of the present kind,

1. An example of the 'artificial' is the grammatically dependent 'sentence' within fullstops as discussed on page 165. See Examples 250 and 251.

the minimum context should be the paragraph.

- c) Ideally, the work on Sections 1 to 5 (Lexis) should have been matched with similarly detailed work on the grammar of the group, clause and sentence which could possibly be correlated with the grammar of Lexis^{2.} but such a task is too vast and advanced for

2. Assuming, of course, that similarly homogenous^e material is used.

an M.A. thesis. In the first place, the much larger sample required would greatly add to the dimension of the undertaking and, in the second place, electronic or mechanical assistance would greatly reduce time spent on sorting data on slips.

SECTION 1. LEXIS

1.1.1. This chapter is devoted to a study of lexis in its own right as implied by the spelling of the base-forms, rather than by the idea of a semantic division based on the words themselves. The principle I have followed is to work from lexis through grammar to semantics and not the reverse. Homonyms, that is, words alike in sound and spelling, are rare in the texts. The following two examples of these are treated as separate lexical items: the noun suit (of clothing) and the verb suit; and the noun firm (a business company) and the adjective firm. The first of each pair are restricted to a noun function and cannot take prefixes, infixes and suffixes which will enable them to change their class as is the case with the verb suit which takes the suffixes -ability and -able to become the noun suitability and the adjective suitable. Similarly the adjective firm takes the suffixes -ness and -ly to become the noun firmness and the adverb firmly.

1.1.2. A rigorous principle has been followed of isolating the base-forms from the affixes, etc which introduces a number of simplifications which should be noted. The first and most obvious one is the reduction of semantic units to lexical units, a reduction which operates across two dimensions:-

- i) Vertically, within the same class, ^{1.} the following lexical

1. In Verbals, I ignored phrasals such as break up, clear out and make up. These were treated as break, clear and make.

groups are treated as one lexical item:-

Text M

Text C

Nouns

Nouns

acid				charm	
acidity	(1)	(2)	(3)	charmer	(5)
antacid	Words	Words	Lexis	chills	Final
comfort				chilliness	
discomfort	823	87	42	measure	778
congestion	200	20.6		measurement	94.5
decongestion				wash	358
nerves	375	20	14	washings	96.1
nervousness	200	7.3		washability	
<u>Adjectives</u>	458	20	5	<u>Adjectives</u>	463
greaseless	100	2.1		clean	1.1
greasy				-cleanable	1603
healthful	1547			drapey	
healthy				drapable	
nervous				silken	
nervy				silky	(4)
wonderful	(1)	(2)	(3)		(5)
wondrous	Words	Words	Lexis		Final
	661	119	53		795
<u>Verbals</u>	100	13.9		<u>Verbals</u>	72.3
appear				-bodied	
disappear	407	31	15	embodied	391
digest	100	8.1		closed	4.4
predigested				enclosed	0.5
dishearten	487	4	2		423
heartening	100	1.0	0.5		99.5
infected	2693				1611
re-infected					
sets					
upset					

The following table shows the proportionate reduction of semantic to lexical units within each class.

The reduction from words to lexical items is greatest in the nouns and verbals.

Table 1:-

TEXT M

	(1) Words	(2) Words	(3) Lexis	(4) Minus	(5) Final
Nouns	823	87	42	45	778
%	100	10.6		5.5	94.5
Adjectives	376	28	14	14	362
%	100	7.5		3.7	96.3
Verbals	468	10	5	5	463
%	100	2.1		1.1	98.9
	1667				1603

TEXT C

	(1) Words	(2) Words	(3) Lexis	(4) Minus	(5) Final
Nouns	861	119	53	66	795
%	100	13.9		7.7	92.3
Adjectives	407	31	15	16	391
%	100	8.1		4.4	95.6
Verbals	427	4	2	2	425
%	100	1.0	0.5	0.5	99.5
	1695				1611

The above table can be read in this way: taking the nouns in Text M, it will be noted that there are 823 words (1) of which 87 words (2) can be reduced to 42 lexical items (3), a difference of 45 words (4). The final vocabulary will be (1) less (4), 778 items. The reduction from words to lexical items is greatest in the nouns and

lowest in the verbals. I suggest that this is because a) there are many more nouns than either adjectives or verbals; and b) Nouns appear to permit a greater freedom of word-making within its own class, a freedom which may also be due to its greater range of productive suffixes. I will return to this aspect in Section 5.

ii) Horizontally, between classes, the following parallels are treated as one lexical item.

<u>Text</u>	<u>Noun</u>	<u>Adjective</u>	<u>Verbal</u>
(M)	action	active	act
(M)	cleanness	clean	clean
(M)	irritation	irritable	irritate
(M)	protection	protective	protect
(M)	tension	tense	tensed (up)
(M)	trouble	troublesome	troubled
(C)	creation	creative	create
(C)	fashion	fashionable	fashioned
(C)	glamour	glamorous	glamourize
(C)	style	stylishly	styled
(C)	wear	wearable	wear

For convenience, I shall deal first with (i) in Sections I and II which discusses the classes separately and later, in Section III and IV I will discuss (ii) under parallel forms in Lexis. Unless this is done the discussion becomes too unwieldy to be managed simply.

The second simplification is that compound words are subsumed under their component base-forms as individual lexical items which are divorced from their grammatical (and semantic) constructions.¹ Thus, the

1. In arranging the grammar of the compounds, I divided compounds into three sections: 1) attributive, 2) heads and 3) other. The last includes items from rankshifted elements. As the numbers of occurrences in the three /sections proved

sections proved too small to be useful, I conflated them as items in CW. The following table shows the proportions which have been conflated:-

Nouns	Total	At.	Head	Other
Text M	303	153	141	9
Text C	489	197	232	60
Adjective	Total	1st	2nd	Other
Text M	59	36	19	4
Text C	139	85	42	12
Verbal	Total	1st	2nd	Other
Text M	85	35	38	12
Text C	207	32	94	81

compound adjective world-famous becomes two items, the noun world and the adjective famous, both items entering the compound section of the noun and adjective lexis respectively.¹ Although this procedure

1. There was a small residue of compounds or apparent compounds which were treated as single items: (M) breakfast, lacto-phosphate, outstanding. (C) cocktail, fortnight, hallmark, handkerchief, honeycomb, honeysuckle, kaleidoscope. Apart from these, all compounds whether customary (after-effects, breakdown, first-aid) or non-customary (action-packed, cold-free, fashion-right) have been subsumed under their lexical components. The 'closed-system items' (after-, -down) were collected separately and can be seen in a table showing the component parts of compound words.

simplifies the semantic aspect of compounds by enlarging the vocabulary of their component parts, this admittedly unreal simplification is

/justified by the

justified by the purpose of the analysis which was to explore the lexis as such. I shall later show that the results are an additional justification for the method.

The third simplification is that the lexical analysis is formed by the three classes from which all lexis appears to be derived: Nouns, Adjectives and Verbals. For convenience, I have subsumed all the adverbs -ly under adjectives as the lexis of this class is overwhelmingly derived from adjectives or words having an adjective morphology.^{1.}

1. Adverbs derived from participles are rare. Text M has 3 occurrences out of 302 of 2 items: astonishingly and purportedly. Text C has 6 occurrences out of 273 of 5 items: amazingly, lovingly, repeatedly, seemingly, surprisingly.

Verbals here means any verb-forms which includes the present and past participles forms whether these are used as heads or as attributives (traditionally called "adjectives" in this position).

1.1.3. Although I have reduced the lexis to three sets of lexical vocabularies, the tables themselves have provided much useful syntactic information which will be referred to in later sections of this thesis. Throughout I began my analysis with the assumption that each syntactic division or class might have its own vocabulary and that any lexical relationship would have to be proved. Here is a plan of the lexis on which this chapter is based. The table shows the vocabulary and occurrences of each class which has been divided into three parts:-
Nouns: i) heads, ii) attributives and iii) items from compound words.
Adjectives: i) the various syntactic uses of adjectives as heads and attributives, ii) adverbs -ly and iii) items from compound words.
Verbals: i) finites, imperatives and non-finites as heads, ii) non-finites as attributives and iii) items from compound words which are mainly non-finites.

/Table 2

Table 2:

TEXT M					
Item	Class	Occur. in i)	Occur. in ii)	Occur. in iii(CW)	Total occur.
778	Noun	2942	350	303	3595
362	Adj.	1135	295	59	1489
4463	Verbal	1915	134	85	2134
1603		5992	779	447	7218

TEXT C					
Item	Class	Occur. in i)	Occur. in ii)	Occur. ¹ in iii(CW)	Total occur.
795	Noun	2861	553	489	3903
391	Adj.	1432	265	139	1836
425	Verbal	1239	200	207	1646
1611		5532	1018	835	7385

1. The effect of adding these items to the total lexis can be seen by the change in their proportionate importance. In Table 1A Text M is 1:28 and Text C, 1:15 but in Table 2 the proportions are Text M, 1:16 and Text C, 1:9. These figures will confirm the necessity of including items in compounds to those which act as a source for them.

1.1.4. It is well at this stage to outline the characteristic differences in lexis between the two texts. In order to understand clearly how contrastive the lexis is in the various classes, the above table should be compared with Table 1A in Appendix A. ².

2. This table belongs to a series of tables which are intended to provide an analysis of all the words in the texts.

It will be noted that the chief difference between these two tables is that Table 2 has higher figures for the total occurrences which are due mainly to items from compound words. Taking Table 1A (Appendix A) as a guide, the following similarities and differences can be noted:-

Similarities

- i) Noun heads are much the same. It should be remembered that Text C has more names and brandnames (see Table 1D Appendix A)
- ii) Adverbs -ly are close. The difference of 28 occurrences in Text M's favour is negligible. The lexis of these items is subsumed under adjectives.

Differences

- i) Text C has more Adjective heads.
- ii) Text C has more attributive occurrences throughout. Note the increase in nouns, adjectives, non-finites (V-ed only) and compound words used attributively. The total increases are 661.
- iii) Text C has more adjectives. (See Hde and Afs).
- iv) Text M has more verbals, particularly in the finite verbs. Note the increases in finites, imperatives and all the non-finites as head except V-ed. The total increase is 763 occurrences.
- v) Text C has more V-ed non-finites as head. If the increase here is deducted from the 763 of the Verbals in Text M, the difference of 662 will neatly offset the attributives in ii).
- vi) Text C has nearly twice as many compound words as Text M i.e. 477 as to 259 and this is reflected by the increased size of items in compounds in Table 2 above. Since Text C has many more attributives than Text M in ii), it is not surprising that Text C should also have
/more compound

For instance, it is not enough to assume that the adjectives in adverbs -ly are related to the adjective vocabulary elsewhere. What we need to know is how dependent is the vocabulary in adverbs -ly on the main adjective vocabulary.

more compound words, because most compound words are of the attributive-to-head type. ^{1.}

1. Of the type:- back in backache; flesh in flesh-tinted; pain in pain-killer; pleasant in pleasant-tasting; fashion in fashion-conscious; home in home-privacy. Compounding appears to be of two main kinds here: i) compounding of the kind where the elements are reconstituted as in traffic-stopper (stops traffic), cold-free (free of colds); ii) Rankshifting of groups and clauses. The first is much more common than the second process which can nevertheless be described as one of the features of advertising which is more prominent in Text C. I will return to this aspect when discussing word-formation by a change of class i.e. sittable and wearable from the verbs sit and wear neither of which customarily appear to have adjective forms.

It is sufficient to comment that the above contrasts are important evidence that we are dealing with texts which differ in style, but we will have to postpone a discussion of this until the end of Section 6. We have noted the contrast in the lexis and must now examine how the homogeneity of subject matter affects the behaviour of the vocabulary within the various divisions set out in Table 2. I propose to deal first with the statistics of the vocabulary in the two sections that follow (1.2.) and (1.3.) and then give examples in Sections 2.1. to 2.3.

1.2.1. In the section 1.1.3. I said that it would be necessary to prove any relationship that existed between the various divisions within each class of lexis. ^{2.}

2. ¹For instance, it is not enough to assume that the adjectives in adverbs -ly are related to the adjective vocabulary elsewhere. What we need to know is how dependent is the vocabulary in adverbs -ly on the main adjective vocabulary.

This has been done in two ways:-

- i) By comparing the vocabularies¹ and occurrences in each

1. Ideally one should compare vocabularies of equal occurrences but this is not possible in a sample where the syntactic distribution within a class is so disparate in size e.g. the proportion of the 1st division to both the second and third divisions. A similar difficulty will arise when comparing the vocabularies of nouns, adjectives and verbals. Nouns outnumber Adjectives and Verbals separately by 2:1 or the total occurrences of Nouns equals the total occurrences of Adjectives plus Verbals.

division e.g. that of the Noun heads with noun attributives and with the nouns within compound words.

- ii) By noting the grammatical combinations of the same item e.g. how often the same item occurred as head, attributive and in a compound: Head....At....CW as in nouns.

1.2.2. The Comparison of Vocabularies and Occurrences

The method adopted here was simply to add the vocabularies of the 2nd and 3rd division to that of the 1st division in Table 2. The purpose of this procedure was to discover what vocabulary remained isolated from division I i.e. whether there existed an independent vocabulary in the smaller divisions. In the three tables that follow (Tables 3 to 5), the relationship of these smaller vocabularies is shown from two ends: from Divisions II and III to Division I (Section a) and from Division I to Division II and III (Section b).

Section B of each table is divided into two parts: the vocabulary of Division I which has the same item in Divisions II and III (lines 1-4) and that vocabulary which does not occur in these divisions (lines 5 & 6)

(Note: Lines 5 and 6 represent vocabulary items which occur only as heads (H) i.e. they are not used as attributives or in compound words. line 7 is the totals of lines 1, 2, 3, 5 and 6. line 4 is a provisional total of lines 1, 2 and 3 and has not been double-counted in the totals.)

Table 3A showing the relationship of the vocabularies of Division II & III (of Table 2) to noun heads in Division I.

Text M. (Nouns)

Noun Heads vocab. 706 occurr. 2942	Attributive Nouns			Nouns in Compound Words		
	Total Div. II	Same as heads	New Items	Total Div. III	Same as Heads	New Items
Vocabulary	138	97	41	107	73	34
%	100.0	70.3	29.7	100.0	68.2	31.8
Occurrences	350	284	66	303	256	47
%	100.0	81.2	18.8	100.0	84.5	15.5

Text C. (Nouns)

Noun Heads Vocab. 680 Occurr. 2861	Attributive Nouns			Nouns in Compound Words		
	Total Div. II	Same as heads	New Items	Total Div. III	Same as heads	New Items
Vocabulary	187	121	68	179	119	60
%	100.0	64.7	35.3	100.0	66.5	33.5
Occurrences	553	460	93	489	406	83
%	100.0	83.2	16.8	100.0	83.0	17.0

Table 3B showing the relationship of the vocabulary of the heads in Division I (Table 2) to the vocabularies of Divisions II & III. (Nouns)

TEXT M.				TEXT C.		
	Heads (At) (CW)	Items	%	Heads (At) (CW)	Items	%
1.	Hd...At...Cw.	27	3.8	Hd...At...Cw	41	6.0
2.	Hd...At.	70	9.9	Hd...At	80	11.8
3.	Hd...Cw	46	6.5	Hd...Cw	78	11.4
4.	Total (1)	143	20.2		199	29.2
5.	Hd. x 1	288	40.8	Hd. x 1	298	43.9
6.	Hd x 2 or more	275	39.0	Hd x 2 or more	183	26.9
7.	Total (2)	706	100.0		680	100.0

(Note: Lines 5 and 6 represent vocabulary items which occurs only as heads (Hd) i.e. they are not used as attributives or in compound words. Line 7 is the totals of lines 1, 2, 3, 5 and 6. Line 4 is a provisional total of lines 1, 2 and 3 and has not been double-counted in the totals.)

Table 4A showing the relationship of the vocabularies of Division II & III (of Table 2) to all adjectives in Division I.

Text M (Adjectives)

Adjectives vocab. 315 occur. 1135	items from Adverbs -ly			items from Compounds		
	Total Div. II	same as Div. I	new items	Total Div III	same as Div. I	new items
Vocabulary	100	62	38	33	24	9
%	100.0	62.0	38.0	100.0	72.7	27.3
Occurrences	295	230	65	59	49	10
%	100.0	78.0	22.0	100.0	83.1	16.9

Text C (Adjectives)

Adjectives vocab. 344 occur. 1432	items from Adverbs -ly			items from Compounds		
	Total Div. II	same as Div. I	New items	Total Div III	same as Div. I	new items
Vocabulary	114	78	36	56	45	11
%	100.0	68.4	31.6	100.0	80.3	19.7
Occurrences	265	207	58	139	127	12
%	100.0	77.8	22.2	100.0	91.4	8.6

Table 4B Showing the relationship of the vocabulary of all adjectives in Division I (of Table 2) to the vocabularies of Divisions II & III. (Adjectives.)

Text M				Text C		
	Adj(Adverb)(CW)	Items	%	Adj(Adverb)(CW)	Items	%
1.	Adj...Adv...CW	8	2.5	Adj...Adv...CW	20	5.8
2.	Adj...Adverb	54	17.1	Adj...Adverb	58	16.9
3.	Adj...CW	16	5.1	Adj...CW	25	7.3
4.	Total (1)	78	24.7		103	30.0
5.	Adj x 1	122	38.8	Adj x 1	143	41.5
6.	Adj x 2 or more	115	36.5	Adj x 2 or more	98	28.5
7.	Total (2)	315	100.0		344	100.0

Table 5A: Showing the relationship of the vocabularies of Division II & III (of Table 2) to all verbals in Division I.

Text M. (Verbals)

Verbals(heads) vocab. 408 occur. 1915	attributive non-finites			items from compounds		
	Total	same as	new	Total	same as	new
	Div. II	Div. I	items	Div. III	Div. I	items
Vocabulary	76	39	37	50	30	20
%	100.0	51.3	48.7	100.0	60.0	40.0
Occurrences	134	78	56	85	59	26
%	100.0	58.2	41.8	100.0	69.4	30.6

Text C. (Verbals)

Verbals(heads) vocab. 341 occur. 1239	attributives non-finites			items from compounds		
	Total	same as	new	Total	same as	new
	Div. II	Div. I	items	Div. III	Div. I	items
Vocabulary	94	45	49	90	52	38
%	100.0	47.9	52.1	100.0	58.3	41.7
Occurrences	200	117	83	207	124	83
%	100.0	58.5	41.5	100.0	59.9	40.1

Table 5B: Showing the relationship of the vocabulary of Verbals in Division I to the vocabularies of Division II and III (Verbals)

Text M

Text C

	Verbal(At.)(CW)	Items	%	Verbal(At.)(CW)	Items	%
1.	Vbl...At...CW	5	1.2	Vbl...At...CW	11	3.2
2.	Vbl...At	34	8.3	Vbl...At	34	10.0
3.	Vbl...CW	25	6.1	Vbl...CW	41	12.0
4.	Total (1)	64	15.6		86	25.2
5.	Vbl X 1	161	39.5	Vbl x 1	149	43.7
6.	Vbl x 2 or more	183	44.9	Vbl x 2 or more	106	31.1
7.	Total (2)	408	100.0		341	100.0

1.2.3. As the proportions in Text M and Text C are close, I have conflated the Divisions II and III into the following table:

Summary of similar and different
vocabulary in Tables 3A to 5A.

Class	Same (1)	Different (2)	Ratio (1):(2)
Nouns	Vocab. 67.4%	Vocab. 32.6%	206:100
	Occur. 83.0	Occur. 17.0	488:100
Adjectives	Vocab. 70.9	Vocab. 29.1	244:100
	Occur. 82.6	Occur. 17.4	475:100
Verbals			
Attributives (Divis. II)	Vocab. 49.3	Vocab. 50.7	97:100
	Occur. 58.3	occur. 41.7	140:100
Compounds (Divis. III)	Vocab. 58.8	Vocab. 41.2	143:100
	Occur. 64.7	Occur. 35.3	183:100

1.2.4. The interesting contrast is between Nouns and Adjectives (Tables 3A and 4A) on the one hand and Verbals (Table 5A) on the other. The nouns and adjectives are nearly alike in their dependence on the vocabulary of Division I whereas verbals are very much less dependent on the verbals in Division I (finites, imperatives, non-finites as head). Only in verbals Division II does the ratio of "same" to "different" vocabulary approach equality, a ratio which is slightly offset by the ratio of occurrences i.e. 140:100. Compared with the ratios of nouns and adjectives, this difference is substantial as the figures of the summary show.

1.2.5. Tables 3B to 5B supplement Tables 3A to 5A by showing where the "same" item occurs:-

- a) in each of the three Divisions (line 1);
- b) between Division I and II only (line 2);
- c) between Division I and III only (line 3);

/ i) The grammatical

i) The grammatical combinations represented by lines (1)(3)(4)¹.

1. Line (2) is only significantly greater in the nouns and in the verbals. The vocabularies and occurrences of adverbs -ly is almost the same in both texts.

are always greater in size in Text C.

ii) The proportions of heads which occur once only ² in Division I

2. Once only means that the item occurs once in one Division and nowhere else.

is always slightly greater in Text C (line 5) ³.

3. One of the odd features of frequency is that Text C which has a slightly denser occurrence of vocabulary than Text M, also has a higher proportion of once only items.

ii) The proportions of heads occurring 2 or more in Division I only (see line 6) are always less in Text C. The proportion expressed on line (4) are now reversed in Text M's favour. There is an important correlation here: Note that, on line (4), Text C is 40% greater than Text M but that on line (6) Text M is 40% greater than Text C. ⁴.

4. This figure was arrived at by adding the percentages of line (4) & (6) in all the tables and comparing them.

	Text M	increase	Text C	increase
line (4)	60.1		84.4	+40%
line (6)	120.9	+ 40.0%	86.5	

To sum up, Text C has a larger vocabulary (hence occurrences as well) in Divisions II and III than Text M and the result of this larger vocabulary is expressed by a corresponding increase in the number of combinations represented by line (4). One can interpret this in another way: the larger size of Divisions II and III in Text C means that more items in Division I are crossing the grammatical boundaries and that this process tends to occur with the more frequently used heads (line 6).

/In other words

In other words, taking nouns as our example, more noun heads are used attributively and in compounds in Text C than in Text M.

1.2.6. In all the tables (3A to 5A), the compound items (Division III) are on average, slightly more dependent on Division I than Division II is. This would suggest that these items (which form a substantial part of compound items) are in as free a "choice" as those in Division I (attributive nouns, adverbs -ly but not verbal attributives) and that all of these are in some way related to their "hosts" in Division I since so many of them are the same lexical items.^{1.} I found this relationship

1. Later I will show that these texts use a very restricted vocabulary which for both texts I shall define as the 'familiar' vocabulary of that text. The implication here is that the vocabularies of Division II and III are largely derived from the 'familiar' vocabulary of Division I. This suggests that the writers of these texts prefer the 'familiar' to the 'unfamiliar' lexis when forming compound words, using nouns attributively, adverbs -ly etc. I shall return to this matter when discussing the copywriter's technique of word-making.

to be the frequency of occurrence a phenomenon which provides a second way of establishing proof of a relationship between the lexis of the various divisions expressed by the tables above.

/1.2.7.

1.2.7. Lexical predictability and frequency of occurrence

One of the striking properties of frequency is that it is possible to predict a large part of the vocabulary of Division II or III from the most frequent items in Division I. Taking nouns as an example, this function of frequency can be stated as follows: The probability of a particular lexical item occurring as (Hd....At), (Head....CW) and (Hd....At....CW) depends on its frequency, especially in the heads (1st Division).

Tables 6(1) and 6(11) which follow condense all the lexis of Tables 3 to 5. Note that the divisions of each class into three horizontal columns is not the same as the divisions in Tables 3B to 5B. For example, in Text M, the 97 items (Hd....At) on line 1 of Nouns (1) include the 27 items (Hd....At....CW) on line 1 of Nouns (3). The figures on line (1) are the number of times each combination (whether Hd....At or Hd....At....CW) occurs for a given number of total frequencies. For combinations of two (Hd....At or Hd....CW) the frequencies begin at 2 and for combinations of three (Hd....At....CW) the frequencies begin at 3 at which a 'choice' becomes possible. What is said here about nouns applies equally to adjectives and verbals.

For convenience, I have divided the frequencies in two parts, from 2 to 9 and from 10 upwards.

/Table 6(1)

Table 6(1) Showing how the predictability of a lexical item within the grammatical divisions I II & III (of Tables 2,3,4 & 5) is related to frequency of occurrence.

Text M Lexis			FREQUENCIES 2 - 9				FREQUENCIES 10 →			
Class	Combination	Total	2	3	4/5	6/9	10/15	16/20	21/40	41/99
Nouns 1	Hd..At	97	11	7	13	16	19	13	12	6
	Totals	439	130	80	77	61	41	18	22	10
	%	22.1	8.5	8.8	16.9	26.2	46.3	72.2	54.5	60.0
Nouns 2	Hd..CW	73	5	10	10	11	11	6	11	9
	Totals	439	130	80	77	61	41	18	22	10
	%	16.6	3.8	12.5	13.0	18.0	26.8	33.3	50.0	90.0
Nouns 3	Hd..At..CW	27	X	1	2	3	4	4	7	6
	Totals	309	X	80	77	61	41	18	22	10
	%	8.7	X	1.3	2.6	4.9	9.8	22.2	31.8	60.0
Adjec- -tive 1	Adj..Advly	62	9	9	11	13	7	5	6	2
	Totals	197	65	37	19	41	17	9	6	3
	%	31.5	13.9	24.4	58.0	31.7	41.2	55.6	100.0	66.7
Adjec- -tive 2	Adj..CW	24	3	1	1	7	5	3	2	2
	Totals	197	65	37	19	41	17	9	6	3
	%	12.2	4.6	2.7	5.3	17.1	29.4	33.3	33.3	66.7
Adjec- -tive 3	Aj..Av..CW	8	X			1	2	2	2	1
	Totals	132	X	37	19	41	17	9	6	3
	%	6.1	X	-	-	2.4	1.2	22.2	33.3	33.3
Vrbls. 1	Vbl..At	39	5	6	10	11	5	1	1	-
	Totals	261	85	52	39	34	24	7	16	4
	%	14.9	5.9	11.5	25.6	32.4	20.8	14.3	6.3	-
Vrbls 2	Vbl..Cw	30	3	2	4	8	4	3	5	1
	Totals	261	85	52	39	34	24	7	16	4
	%	11.5	3.5	3.8	10.3	23.5	16.7	42.9	31.2	25.0
Vrbls 3	Vbl..At..Cw	5	X	-	3	-	1	1	-	-
	Total	176	X	52	39	34	24	7	16	4
	%	2.8	X	-	7.7	-	4.2	14.3	-	-

Table 6(11) Showing how the predictability of a lexical item within the grammatical divisions I, II & III (of Tables 2, 3, 4 & 5) is related to frequency of occurrence.

Text C Lexis			FREQUENCIES 2 - 9				FREQUENCIES 10 -			
Class	Combination	Total	2	3	4/5	6/9	10/15	16/20	21/40	41/99
Nouns 1	Hd..At	121	9	17	18	25	17	13	12	10
	Totals	423	112	71	79	62	45	21	20	13
	%	28.6	8.0	23.9	22.8	40.3	38.8	61.9	60.0	77.0
Nouns 2	Hd..CW	119	11	12	20	23	20	11	12	10
	Totals	423	112	71	79	62	45	21	20	13
	%	28.1	9.8	16.9	25.3	37.1	44.4	52.4	60.0	77.0
Nouns 3	Hd..At..CW	41	X	1	3	8	6	7	8	8
	Totals	311	X	71	79	62	45	21	20	13
	%	13.2	X	1.4	3.8	12.9	13.3	33.3	40.0	61.5
Adjec- -tive 1	Adj..Advly	78	10	8	20	14	10	4	9	3
	Totals	213	59	32	44	33	21	7	12	5
	%	36.6	16.9	25.0	45.5	42.4	47.6	57.1	75.0	60.0
Adjec- -tive 2	Adj..CW	45	3	7	6	7	8	5	7	2
	Totals	213	59	32	44	44	21	7	12	5
	%	21.1	5.1	21.9	13.6	21.2	38.1	71.4	58.3	40.0
Adjec- -tive 3	Aj..Av..CW	20	X	4	3	2	3	2	5	1
	Totals	154	X	32	44	33	21	7	12	5
	%	13.0	X	12.5	6.8	6.1	14.3	28.6	41.6	20.0
Vrbls 1	Vbl..At	45	6	8	13	10	5	1	2	-
	Totals	222	64	43	47	31	21	4	9	3
	%	20.3	9.4	18.6	27.7	32.3	23.8	25.0	22.2	-
Vrbls 2	Vbl..CW	52	8	8	10	5	11	3	5	2
	Totals	222	64	43	47	31	21	4	9	3
	%	23.9	12.5	18.6	21.3	16.1	52.4	75.0	55.6	66.7
Vrbls 3	Vbl..At..CW	11	X	-	4	2	2	1	2	-
	Totals	158	X	43	47	31	21	4	9	3
	%	7.0	X	-	8.5	6.5	9.5	25.0	22.2	-

(i.e. Hd..At..CW) depends more on frequency and occurs mainly in the 10-20 range whereas vrbls 2 (Vbl..CW) does not depend on frequencies above 10 but occurs mainly in the 2/9 range. This last indicates that these vrbls are less directly related to the Vrbals of Division I and is a much larger sample.

Because of the small size of some of the figures in these tables, one should exercise caution in interpreting the results and should concentrate only on the most substantial figures. Summarising these, one notes that the behaviour of nouns, adjectives and verbals is much the same for both texts: as in Table 3A to 5A, the nouns and adjectives do not differ widely and once again, the verbals show different tendencies, especially in the verbal attributives (Verbals 1).

It is worth contrasting the behaviour of the Verbal Attributives with that of the nouns (3) whose regularly increasing proportions provide a sharp contrast with the increasing/diminishing proportions in the verbal attributives. It is possible to verify this difference by taking the totals of nouns (3) and Verbals (1) and seeing how these are distributed between the two main frequency divisions i.e. from 2 to 9 and 10 upwards.

Text M					Text C			
	Class	Freq.	Freq	Totals	Class	Freq.	Freq.	Totals
		2 - 9	10 +			2 - 9	10 +	
1.	Nouns	6	21	27	Nouns	12	29	41
2.	Total	218	91	309	Total	212	99	311
3.	%	2.8%	23.1%	8.7%		5.6%	29.3%	13.2%
1.	Verbal	32	7	39	Verbal	37	8	45
2.	Total	210	51	261	Total	185	37	222
3.	%	15.3%	13.7%	14.9%		20.0%	21.6%	20.3%

In this table, the proportions between the numerators of noun (3) and verbal (1) is reversed whereas the proportions of the denominators on line 2 show a roughly similar decrease. The table shows that Nouns 3 (i.e. Hd..At..CW) depends more on frequency and occurs mainly in the 10+ range whereas verbals 1 (Hd..At) does not depend on frequencies above 10+ but occurs mainly in the 2/9 range. This last indicates that these verbals are less directly related to the Verbals of Division I and in a /much larger sample

much larger sample could probably be shown to form vocabularies of their own. Unlike the nouns and adjectives it is much less possible to predict the lexis of the verbal attributives from the most frequent items in Division I (Table 2). At this point I might add that all the sub-divisions of Division I (imperatives, non-finites as head: to infinitives, present and past participles) can be predicted from the finite verbs which form the largest part of Division I. All display the same relationship of frequency ¹. which breaks down in the verbal

1. The various syntactic divisions of adjectives in Division I (Table 2) show similar characteristics. For example, the adjectives occurring as complements of the verb BE are related to the attributive adjectives in the same texts.

attributives.

The likeliest interpretation of this difference ². is that the

2. I owe this interpretation to a discussion with Dr. Halliday about this phenomenon.

choice of the lexis in the verbal attributives tends to be grammatically restricted whereas the choice elsewhere may not be. A curious feature of the texts is that there are few combinations which occur between At. and CW. ³. alone yet verbal attributives outnumber other verbals by

3. 2 in Text M and 3 in Text C.

6:1 in Text M and 1.5:1 in Text C. The behaviour of verbals in compounds (Verbals 2) suggest that to a lesser extent, similar considerations will apply as with verbal attributives. A brief analysis of the kind of participles to be found in the 'New Items' of Table 5A will indicate the nature of the problem.

/1.2.8.

1.2.8.

A Digression on Participles

Table 5c Showing the proportions of the "New Items" of Table 5A which have potential finite verb forms and those which occur only in the participle form.

	Text M.	New Items	
		Div. II Attrib.	Div. III C.W.
1.	have finite verb potential	30	17
2.	participle form only	7	3
	Total of "New Items"	37	20

	Text C.	New Items	
		Div. II Attrib.	Div. III C.W.
1.	have finite verb potential	28	9
2.	participle form only	21	17
	Total of "New Items"	49	26 *

* this figure excludes 12 other verb forms in compound i.e. the drip in drip-dry.¹ There were none of these in Text M's new items in C.W.

1. The 12 items are:- drip (drip-dry); forget (forget-about-it-comfort); hug (hug-you-tights); roll (roll-over); sling (sling-anywhere tie belt); slot (slot-through collar); slumber (slumberwear); stand (stand-up collar); swing (swing as you walk skirt); step (step-ins); twist (twist-nylons); walk (a swing as you walk skirt).

List of Participles shown in the above tablesTEXT M Examples

DIVISION II - 1. aching, astonishing, comforting, concentrated, confirmed, cushioned, depleted, emulsified, enervating, glowing, hidden

hurried, infected, inflamed, invading, invigorating, licensed
measured, purified, satisfying, selected, slipping, sparkling
sprawling, stabilized, startling, streaming, tingling,
varied.

2. agonising, energising, exciting, heartening, niggling
skilled, vitamised.

DIVISION III - 1. aged, born, bound, certified, covering, dated,
finished, flavoured, knotting, locked, nourished, ordered,
rounded, smelling, sparkling, torn, tinted.

2. bodied, hearted, stuffed-up.

TEXT C Examples

DIVISION II - 1. astonishing, bewitching, burnished, burnt, charming,
comforting, concealed, contrasting, coveted, crowded,
dignified, discerning, dropped, embossed, flowing, gleaming,
inverted, leading, patented, pressed, pre-stressed,
reducing, re-inforced, soothing, stiffened, toasting,
winning, wired.

2. bloused, bulked, checked, co-relating, curved, exciting,
fringed, gifted, gored, heartening, jewelled, patterned,
pearlised, poised, quilted, ravishing, sanforised, sashed,
shadowed, striking, sueded.

DIVISION III - 1. behaved, coloured, covered, draped, drenched, framing,
lavished, tucked, stiffened.

2. backed, bodied, breasted, bred, checked (dress checks)
ended (open-ended), flecked, groomed, grained, modelled,
necked, renowned, sanforised, sized, sleeved, tucked,
waisted.

Comments on Participles

A proper study of non-finite participles would require a far larger sample than the present material.^{1.} Because of the small

1. If a minimum of 5,000 occurrences were required, a similar sample of approximately 150,000 words would suffice.

number of items in the above table, it is only possible to suggest that Text C has more participles which have no finite verb (non-passive) form. Now one of the grammatical features of English is that many nouns (except those themselves desired from verbs) can be converted into present or past participles by means of the suffixes -ing and -ed. The greater proportion of participles of this kind in Text C correlates with the other kinds of word-making whose proportions are also higher in Text C, the occurrences of attributives (nouns and adjectives) and compound words. There is, for instance, only one non-customary^{2.}

2. I suggest by this term that the item is likely to occur in the texts or similar material rather than be in general or customary usage. As with the arrangement of participles in the table, the analysis here necessarily depends on a subjective interpretation based on a knowledge of the texts.

item vitamised in Text M as compared with eleven in Text C: bloused, bulked, checked, gored, jewelled, patterned, pearlised, quilted, sanforised, sashed, shadowed (lace), sueded.

As for the participles which are listed above as having potential finite verb forms, the emphasis is on 'potential'. This description was not intended to imply that finite status would be possible without some change in the meanings intended in the texts. For instance, in the attributive participles, there would be a change from group to clause structure with all the consequences of such a change: the noun head would be placed in a more finite relationship to the verb which itself would have the further dimension of tense and concord. The effect on the meanings intended could be drastic because this additional information

/may either be

may either be redundant or undesirable. Furthermore, many of the attributive participles in (1) have acquired an adjectival function in that they can take the adjective-qualifiers very¹ or so and in this

1. Participles taking very in (1):-

Text M - astonishing, comforting, concentrated, enervating, hurried, inflamed, invigorating, satisfying, startling, varied.

Text C - astonishing, bewitching, burnt, charming, comforting, crowded, dignified, discerning, soothing.

function they may diverge from the meaning of the finite verb as in the extreme example in (2) of exciting/excites when exciting means 'interesting'. Two examples will suffice to illustrate the points discussed here.

I have chosen the past participles selected and concealed as examples of (1) which do not take the adjective-qualifier very.

Text M - The "balanced-action" formula in today's Bile Beans includes (selected) 12 selected ingredients, balanced to bring extra thorough relief, blended to bring extra gentle relief from constipation.

Text C - Useful concealed pocket and self-stiffened belt neatly defines (concealed) the waistline.

1.2. If these examples were re-constituted to accommodate the past participles as non-passive finite verbs, this would raise the question of subject, who selects and who conceals and when. In both cases the adjectival function appears to be preferred. The first is presumably because the writer does not wish to supply the subject we or the tense of the verb select in the unlikely concoction, "We select/ed 12 ingredients in making the product"; "but prefers to have the action implied as an indefinite past tense - selected. The second would of course, be

Example 1 - Some day, someone may find a /ludicrous or irrelevant.

in the meantime, you must put up with the feeling of
miseries - the stuffed-up nose, sore throat, the
feeling.

ludicrous or irrelevant. From the copywriting point of view, similar objections would apply to the following participles:-

Text M - depleted, infected, inflamed, purified, varied.

Text C - coveted, crowded, dignified, dropped, embossed, inverted, pressed, re-inforced, stiffened, wired.

Thus it will be seen that any analysis of the vocabulary of past and present participles and their relationship to finite (non-passive) verbs will be complicated by considerations of the kind of technique displayed in the above examples in addition to their possible semantic differences.

This digression on participles has been necessitated by the fact that Division II of the Verbals in Table 5A/B was the exception to the evidence of the relationship between the vocabularies of the various divisions of the tables for nouns, adjectives and verbals (Tables 3 to 6). A further reason is that the inclusion of participles into a general verbal vocabulary has tended to obscure their resemblance to adjectives. Nevertheless the distinction is a real one - they have active forms at group rank.

1.2.9. Examples of the relationship between the vocabularies of the 3 divisions of Tables 6, 7 & 8.

In order to clarify what is being discussed in 1.2.7. I shall give examples of Nouns (3), Adjectives (3) and Verbals (3) in Table 6 for although these are fairly small in number, they illustrate more clearly the process which is taking place between the divisions of the Table.

Nouns (3): Heads....At....CW.

Examples of the noun cold from Text M:-

Example 1 - Some day, someone may find a cure for the common cold, but cold in the meantime, you must put up with the familiar old (head) miseries - the stuffed-up nose, sore throat, the shivery feeling.

/Example 2

Example 2 - At the first sign of cold - Coldrex the complete cold
cold (At) treatment.

Example 3 - Indeed, many thousands of previous sufferers from persistent
cold colds, find themselves virtually cold-free all winter by
 (Av.) carrying out this simple routine.

Examples of the noun wool from Text C:-

Example 4 - Wool is for all the family. Wool is for comfort, for
wool warmth. And wool that is mothproofed with "Didmoth" keeps
 (head) its own good looks for life.

Example 5 - A hood to pamper you, warm and cosy in pure wool with fringed
wool(At) wool edging.

Example 6 - I know my family's line whatever the weather, because we're
wool(CW) wool-dressed.

Note that in Text M and Text C, the nouns cold and wool are frequent items. The influence of frequency, (and here I equate frequency with the semantic importance of the item in the text,) can be seen particularly in Examples 2, 3 and 5. In Example 2, cold appears as head and as attributive and in Example 3, it appears as head alone and as the attributive part of the compound cold-free. In Example 5, wool appears as head and as attributive.

Adjectives (3): As Head and Attributive....Adverbs -ly....Compound.

Examples of the adjective quick from Text M:4

Example 7 - Millions trust this unique prescription for quick relief.
quick(At)

Example 8 - Gentle Savlon Antiseptic Cream soothes sores, cuts, grazes,
quickly burns, nasty spots - and helps nature heal them quickly
 (adverb-ly)

Example 9 - Radian-B is a real help because it contains quick-acting
quick(CW) pain-killing aspirin.

/Examples of the
 the advertising language is to ask how many
 particular adjective is used and why. (Note question 6

/on page 19

Examples of the adjective soft ^{1.} from Text C:2

1. In Text C, the adjective soft is third in frequency after new and good.

Example 10 - Warm, soft jersey you can wash: By Berketex (caption)
soft(At)

Example 11 -knitwear of such enviable softness could be nothing....
softly nothing but Cashmere....so surprisingly soft....so softly
(adverb-ly) beautiful. Surprising that such soft beauty should
seemingly last forever....cost so little and look so
unmistakably Cashmere. ^{2.}

2. Note the use of grammar to change a name into an adjective
e.g. Cashmere in the frame of an adjective: look so
unmistakably Cashmere.

Example 12 - The petal-soft cotton next to your skin keeps you powder-
soft puff dry, leaves you feeling deliciously cool and fresh all
(CW) day.

In the nouns we noted how the frequency of cold and wool was reflected by these items appearing twice in different grammatical positions in the same sentence (Ex.3 & 5). Example 11 above is perhaps an extreme one of a similar kind but is nevertheless characteristic of the behaviour of the lexical item soft which occurs 4 times in two sentences. This example illustrates the deliberate repetition of soft: softness, soft, softly. ^{3.} The impression of deliberateness

3. Repetition of adjectives is a notable characteristic of all advertising and has already been noted by others. In the pamphlet issued by the National Union of Teachers, "The Teacher looks at Advertising", one of the tests of the advertising language is to ask how many times a particular adjective is used and why. (Note question 6

/on page 19

on page 19 about the adjective 'new' and question 13f about the adjective 'soft').

is re-inforced by the two forms of surprising: in the first sentence it occurs as an adverb -ly modifying 'soft' and in the following sentence it acts as a non-sentence head which functions as a sentence-linker and a sentence-opener.

Verbals (3): as Head...At...CW

Examples of the verb "soothe" from Text M:-

Example 13 - It gives longer relief, and it soothes troubled nerves into (finite verb) the bargain.

Example 14 - Rennie's 'suit' most indigestion troubles, bringing soothing(At) soothing relief from the depressing discomfort of indigestion

Example 15 - They are using a special formula ointment, in which the soothing famous skin-soothing and healing antiseptic, T.C.P. is (CW) combined with no less than 9 other valuable ingredients.

Examples of the verb "wash" from Text C:-

Example 16 - Soft, smooth, finest pure wool, skilfully cut, beautifully (finite verb) finished and washes indefinitely.

Example 17 - Even the washing machine holds no terror for Ban-lon washing(At) knitwear - every woman deserves at least one such treat.

Example 18 - For example, one famous house offers an amazing range of washing eight different garments - all matching, all available in (CW) six heavenly colours, all made with easy-care, easy-washing Orlon.

Further comments will be made on the "characteristic" vocabulary when examples are given in Section II of the characteristic and common vocabularies, the statistics of which will end this section.

1.3.1. The Statistics of the Characteristic and Common Vocabularies

There are two notable features of the texts; the first is that a handful of items account for over half of all occurrences and the second is that there is a fairly substantial vocabulary in common to both texts, particularly in adjective and verbal vocabularies. One of the obvious results of the first feature is that wherever one finds one frequent item, there is sure to be one or more equally frequent items in the same sentence so that many sentences could be used for more than one example. The second feature is what one would have expected between two texts of advertising material just as one would have expected, for example, two sermons to have a common vocabulary. ^{1.}

1. By common vocabulary, I mean items which occur in both texts and which need not necessarily coincide with the familiar/characteristic items below though there is a tendency for frequent items to be in common.

Before giving the table showing the proportion of frequent items, I wish to define what is meant by the terms characteristic/familiar vocabulary. When a small number of items account for a much larger proportion of occurrences, such a restricted vocabulary can reasonably be described as being statistically characteristic of a text. For practical purposes, the term 'familiar' in familiar vocabulary is restricted here to mean the characteristic or most frequent items of a particular text.

1.3.2. The following table shows how many items occur 10 or more times in the texts.

/Table 7

1. In the analysis of common items, no account will be taken of parallel lexis. For convenience of description, I shall compare nouns with nouns, adjectives with adjectives, etc., but not nouns with adjectives or verbals. The advantage of not

Table 7 - Showing the characteristic vocabulary of the two texts.

Text M			Text C		
Class	Items	Occurrence	Class	Item	Occurrence
Nouns %	91/778 =11.7%	1960/3595 =54.5%	Nouns %	99/795 =12.5%	2310/3903 =59.2%
Adjectives %	35/362 =9.7%	674/1489 =45.3%	Adjectives %	45/391 =11.5%	1002/1836 =54.6%
Verbals %	51/463 =11.0%	1156/2134 =54.2%	Verbals %	37/425 =8.8%	751/1646 =45.6%
Totals %	177/1603 =11.0%	3790/7218 =52.5%	Totals %	181/1611 =11.2%	4063/7385 =55.0%

(Interpretation - Take the vocabulary of nouns in Text M on line 1: There are 91 out of 778 items which occur 10 times or more. The 91 items account for 1960 out of 3595 occurrences.)

As noted earlier when discussing Table 2, the frequent vocabulary displays the same features: Text M has more verbals than Text C and Text C has more adjectives. Text C has the slightly denser vocabulary which can be seen most clearly in the nouns, a feature which indicates that Text C has a slightly more homogenous subject matter. The totals of 177 and 181 items for Text M and Text C respectively will be regarded as the "familiar vocabulary of these texts. The following section will examine the common vocabulary within the restricted vocabulary.

1.3.3. The Common Vocabulary of the Texts ^{1.}

1. In the analysis of common items, no account will be taken of parallel lexis. For convenience of description, I shall compare nouns with nouns, adjectives with adjectives, etc. but not nouns with adjectives or verbals. The
/advantage of not

Of advantage of not doing the latter is that/a greater simplicity of description besides the fact that such a course is unavoidable in a preliminary study^{such} as this. The disadvantage is that such a treatment will produce less items in common than there actually are, but as we shall see, the items in common are extensive enough to provide adequate evidence for the discussion of "commonness".

The common vocabulary of these texts is of interest to us because it sheds some light on the semantic properties of the various classes and shows where the language of the two texts is most alike. By dividing the vocabulary into two parts: the common items and the different items, one can regard the first as being that area where the semantic meanings of the texts co-incide, and the second as being that area where the meanings are different.² In the first case, one assumes a correlation between

2. This simplification ignores synonyms. In a semantic study of such material, items in common would have to be related to their synonyms. For an example of synonyms see the adjective 'quick' on page 66

similarity of vocabulary and similarity of aim, tactics or purpose. In the second case, one expects that a different vocabulary correlates with the difference in subject matter so that if one had to identify the distinctive subject matter of two texts from their vocabulary lists alone, one would look first at what items are not in common and take the most frequent of these as a guide. The more a subject matter differs, the easier will such an identification be. We shall see that nouns are the most sensitive to changes in subject matter.

1.3.4. In this section I shall discuss the statistics of the common vocabulary and the implications for the analysis of lexis. I shall now discuss the lexis in common within two environments: first, within the whole vocabulary and second, within the characteristic vocabulary.

The Whole Vocabulary in Common

The following table has been divided into two parts, (A) vocabulary and (B) occurrences.

Table 8A: Showing the items which are common to the vocabularies of the texts.

	TEXT M			TEXT C		
	Nouns	Adjec.	Verbal	Nouns	Adjec.	Verbal
Common	201	159	172	201	159	172
%	25.9	43.9	37.1	25.3	40.7	40.4
Not Common	577	203	291	594	232	253
%	74.1	56.1	62.9	74.7	59.3	59.6
Totals	778	362	463	795	391	425
%	100.0	100.0	100.0	100.0	100.0	100.0

Table 8B: Showing the occurrences of the above table.

	TEXT M			TEXT C		
	Nouns	Adjec.	Verbal	Nouns	Adjec.	Verbal
Common	1189	996	1286	1403	1163	1025
%	33.1	66.9	60.2	35.9	63.4	62.3
Not Common	2406	493	848	2500	673	621
%	66.9	33.1	39.8	64.1	36.6	37.7
Totals	3595	1489	2134	3903	1836	1646
%	100.0	100.0	100.0	100.0	100.0	100.0

Note the following points in the above tables:-

a) The semantic character of the various classes is reflected by their commonness. Note that the nouns have less in common than either adjectives or verbals whose proportions are close enough for them to be grouped together and contrasted with nouns.

/b) Compare

b) Compare the proportions of items (Table A) with occurrences (Table B) and note the effect of frequency in a shift of the proportions from NOT COMMON to COMMON items, a shift which is at the expense of the former items. Thus far can frequency be said to favour more occurrences in common.

c) Note that the shift of proportions affects all the classes alike.

1.3.5. The Characteristic Vocabulary in Common

The notable feature of the texts is the high degree to which the vocabulary is common especially in the adjectives and verbals and the fact that common items tend to coincide with frequent items.^{1.}

1. It is worth noting that the common vocabulary has the same frequency proportions as the characteristic vocabulary shown in Table 7.

<u>TEXT M</u>			<u>TEXT C</u>		
all classes	items	occur.	all classes	items	occur.
Total	531	3462	Total	531	3578
10+	102	2163	10+	101	2302
%	19.2	62.5	%	19.0	64.3

The most striking contrast between nouns on the one hand, and adjectives and verbals on the other, is that most of the very frequent noun items are not common whereas most of the very frequent adjectives and verbals are common.^{2.}

2. For instance, adjectives new and good are common in first and second place.

/This suggests

Table 9A: Showing the occurrences of the above table.

This suggests that an examination of the common items in the characteristic vocabulary may throw more light on the relative specificity of nouns, adjectives and verbals, a semantic property which I take for granted but which requires further proof. I have accordingly devised a table which examines the characteristic vocabulary in three parts:-

- i) Items in common between the characteristic vocabularies.
- ii) Items in common between the characteristic vocabulary of one text and the items outside of the characteristic vocabulary of another text. For the purpose of discussion I shall call the latter the less-characteristic items (less than 10 occurrences).
- iii) Items of the characteristic vocabulary of one text which have nothing in common with the other text (shown as 10+ to NIL)

1.3.6. Table 9 to follow is divided into two parts, (A) vocabulary and (B) occurrences.

Table 9A: Showing the items which are common to the characteristic vocabulary of the texts.

CHARACTERISTIC LEXIS CHARACTERISTIC LEXIS
TEXT M TEXT C

Tables	Nouns	Adjec.	Verbal	Nouns	Adjec.	Verbal
<u>Common(i)</u>	12	14	17	12	14	17
10+ to 10+	13.2%	40.0%	33.3%	12.1%	31.1%	46.0%
<u>Common(ii)</u>	24	15	18	26	18	8
10+ to 1/9	26.4%	42.9%	35.3%	26.3%	40.0%	21.6%
<u>Not Commoniii</u>	55	6	16	61	13	12
10+ to nil	60.4%	17.1%	31.4%	61.6%	28.9%	32.4%
<u>Totals</u>	91	35	51	99	45	37
%	100.0	100.0	100.0	100.0	100.0	100.0

Table 9B: Showing the occurrences of the above table.

	CHARACTERISTIC LEXIS			CHARACTERISTIC LEXIS		
	TEXT M			TEXT C		
Tables	Nouns	Adjec.	Verbal	Nouns	Adjec.	Verbal
Common (i)	272	310	545	272	446	408
10+ to 10+	13.8%	46.0%	47.0%	11.8%	44.4%	54.3%
Common(ii)	448	268	320	655	349	172
10+ to 1/9	22.8%	39.8%	27.6%	28.4%	34.8%	22.9%
(iii) Not Common	1247	96	294	1383	209	171
10+ to NIL	63.4%	14.2%	25.4%	59.8%	20.8%	22.8%
Totals	1967	674	1159	2310	1004	751
%	100.0	100.0	100.0	100.0	100.0	100.0

In Table 9A we note once more that nouns contrast with adjectives and verbals as a group, the last two being close in their proportions. Compare the proportions of Table B with Table A and note the effect of frequency in a shift of proportions from NOT COMMON and COMMON(ii) towards COMMON(i) items. Note that here (Table B) the shift is confined to adjectives and verbals and hardly affects the nouns whose proportions are now in an inverse relationship to those of adjectives and verbals i.e. their high-to-low proportions run in opposite directions. Taking the adjectives and verbals as a group and comparing it with nouns in Table B, we note the following:-

a) In COMMON(i), nouns have their lowest proportion as compared with adjectives and verbals which have their highest proportions and highest frequencies here.

b) In COMMON(ii), note, in particular, that the characteristic nouns have twice as many occurrences in common with the less-characteristic items than with the characteristic (10+) ones. Contrast this with the characteristic adjectives and verbals which have more in common with each other than with

other than with the less-characteristic items.

c) The items in NOT COMMON can be regarded as the most specific items in the table. ^{1.} The situation described in a) is now reversed:

1. By this I mean the items which are closely related to the subject matter of the text. I shall contrast examples of NOT COMMON with COMMON items:-

	<u>NOT COMMON</u> (more specific)	versus	<u>COMMON</u> (less specific)
<u>Nouns</u>	constipation/fashion		way/way
<u>Adjec.</u>	nervous/fashionable		new/new
<u>Verbal</u>	relieve/tailored		make/make

here we find the highest proportions of nouns and the lowest proportion of adjectives and verbals. But what is most important is that most of the very frequent items occur here, a fact which supports the assumption that the more frequent a noun item is, the more precisely its meaning must be related to the subject matter of the text. This part of the table is statistical evidence that nouns are more specific in meaning than adjectives and verbals.

d) If we compare Tables 8 and 9, we notice that the occurrences IN COMMON of Table 8B have higher proportions than those IN COMMON(1) of Table 9B. This seems to indicate that frequency does inhibit "commonness" between the characteristic items. The explanation is, of course, that COMMON(1) is confined to a very restricted vocabulary (see Table 9A) ^{2.}

2. That is, to approximately 11% of the vocabulary which accounts for 52% of all occurrences.

but, IN COMMON(11), the items of the characteristic vocabulary are compared with the remainder of the vocabulary ^{3.} of the other text.

3. That is, with approximately 89% of the vocabulary which accounts for 48% of all occurrences.

1.3.7. Summary

We have noted that a third of the vocabulary is common to both texts and that the effect of frequency is that nearly half are occurrences of common items. This indicates that, taken as a whole, the language as represented by the vocabulary is sufficiently alike to suggest that they belong to the same genre.

The vocabulary was most alike in adjectives and verbals but least alike in nouns. We can also assume from the evidence here that adjectives and verbals are much more generalised in meaning than nouns and that the differences in the tables could be expected. In Section 3, when we come to the examples of the characteristic lexis, we shall see that a vocabulary in common does not necessarily mean a frequency in common i.e. the same vocabulary could be used in very different proportions (frequency) with very different results. However, when two texts have many frequent items in common, it is reasonable to infer that they have topics, tactics or purposes in common.

In Section 3, I shall demonstrate the greater specificity of nouns by showing that they can be classified in a simple way by their semantic function in the environment of the texts (i.e. that the main purpose of the texts is to sell an article subject to conditions of the trade.) Such a classification is impracticable with the adjectives and the verbals so I shall illustrate the characteristic lexis by presenting the three sections of Table 9 as vocabulary tables.

SECTION II. EXAMPLES OF CHARACTERISTIC LEXIS

This section will discuss the lexis in three parts:-

2.1 Nouns

2.2 Adjectives

2.3 Verbals

2.1.1. Nouns

Before discussing the characteristic nouns of each text, I will briefly note what nouns are counted and what nouns have been excluded. The nouns here are heads, attributives, and items from compound words

/such as flesh

such as flesh in flesh-tinted, fashion in fashion-conscious, effects in after-effects, line in dreamline and weight in weight-building. Those items which have been excluded are ^{1.} :-

1. See Table 1D in the appendix which shows how many of these occurrences have been excluded.

- i. Proper names, addresses, place-names and the names of countries.
- ii. Brandnames and special materials such as Orlon, Bri-Nylon, Ban-lon, Courtelle etc which behave as uncountable nouns.
- iii. Colours in Text C where these are used in series, both as heads and as attributives. I have removed these because they are an exceptional feature of the clothing advertisements.
- iv. Fixed phrase words - the cold of 'take cold'; the course of 'of course'; the edge of 'on edge'; the example of 'for example'; the fact of 'in fact'; the keeps of 'forkeeps'; the instance of 'for instance'; the least of 'at least'; the means of 'by means of'; the once of 'at once'; the place of 'going places' and 'take place'; the rise of 'give rise to'; the turn of 'in turn'; the way of 'gives way to' and 'under way' etc.

Perhaps one can justify the exclusion on the grounds that it is desirable to contrast vocabularies which are "open" to both texts and which are subject to little or no grammatical or collocational restrictions. ^{2.}

2. I list all the idioms below to show that both texts are fairly free of them:-

Text M - 1. did the trick

2. in the prime of life
3. back on the road to health
4. takes it in her stride
5. the golden rule
6. (say ta-ta to (colds)
(say goodbye to (colds)
7. doing things

/Text C

Text C - 1. for keeps

2. going places

3. by return

4. on the spot

5. in stock

6. takes life in its stride

7. doing things.

e.g. "Here are just two of the fine selection of new Aquascutum coats....now to be seen doing things and going places all over town and country.

2.1.2. In order to discuss the semantics of the noun lexis in the most economical way, I have classified the most frequent items of Table 7 into six functional categories. This list can be regarded as characteristic of the whole noun vocabulary because it accounts for so many of the occurrences. I have to qualify my purely functional classification by recognising that almost any noun is potentially persuasive or capable of being used tactically. The six categories are as follows:-

Type A The actual item sold. Wherever this is beyond doubt, the items here are what is actually being sold e.g pills in 'Dr Williams Pink Pills'.

Type B -The medium of sale or the obligatory requirements of trade. Here I include all items requiring an obligatory mention. In Text M, this is limited to mentioning the chief source of supply (Chemist) and how the article is packed etc. In Text C, the requirements of trade are far more demanding than those in Text M. When women choose such highly individual articles as clothes, they expect more verifiable information than would perhaps be provided by Text M. For instance, they expect to be told such essential details as colour, measurement, size, place of sale, conditions of sale etc. Advertisements for clothing have therefore to provide all this information as clearly as possible.

/Type C

Type C: The actual mention of price or cost by word rather than by symbols £ or gns. etc. Text M mentions the actual price e.g. 2/6d per bottle, but is otherwise sparing about mention of price. Text C has to sell by price and has to justify a price (e.g. 20 guineas) so that it is therefore obliged to use the actual words tactically as well.

Type D: Nouns which are either synonyms for Type A or which are part of a description of the article sold. The choice of nouns appears to be ^{less} restricted here e.g. tablets are described as vitamin food or a dress as ideal evening wear.

Type E: The tactical nouns of a particular trade. In Text M, these nouns are those connected with the body, its function, our health and subjective feelings. No advertisement offers a "cure" but instead we are promised relief from constipation, discomfort, headache, pain, etc. In Text C, the nouns are the obvious ones, fashion, line, luxury, looks i.e. how well the prospective buyer will look in her new dress, skirt, coat or blouse.

Type F: These are the nouns which are left after the preceding categories have been accounted for. ^{1.}

1. One tests a noun for membership in each of the preceding categories; if it fits none of these then it belongs to Type F. Sometimes it is hard to decide whether the noun should be in F or E. If there is any doubt it goes into F. The six categories are not exhaustive nor without some contradictions but they are adequate for the purpose of this analysis.

Many of these nouns belong to the parable-method part of sales technique:-

Example 19 - More people than ever before like to wear their dentures overnight.

The remainder appear to be some of the most common words of the language as well as being part of the copywriters' tactical vocabulary.

The following table shows where the proportions of these categories differ in the two texts. The inventory of items on which this table is based will be found in the appendix.

Table 10: Showing the semantic classification of nouns in the most frequent list into six categories.

TEXT M					TEXT C			
Category	Item	%	Occur.	%	Item	%	Occur.	%
A	6	6.6	161	8.2	15	15.1	421	18.2
B	4	4.4	117	5.9	19	19.2	534	23.1
C	-	-	-	-	4	4.0	81	3.5
D	10	11.0	209	10.6	26	26.3	575	24.9
E	43	47.2	965	49.1	16	16.2	401	17.4
F	28	30.8	515	26.2	19	19.2	298	12.9
Totals	91	100.0	1967	100.0	99	100.0	2310	100.0

Key to symbols

- A) Actual item sold
- B) Medium of sale/obligatory requirements of trade.
- C) Mention of price other than symbol.
- D) Description of article sold.
- E) Tactical subject matter of the trade.
- F) General tactical nouns.

2.1.3. It will be noted that the difference between the two texts in their proportions of the categories is substantial in each one of them. Perhaps this will be clearer if these are arranged in their order of statistical importance:-

Text M - E, F, D, A, B.

Text C - D, B, A, E, F, C.

The chief difference in "purpose" or "method of selling" between the two texts is:

/ i) Text M

/Example 29

i) Text M is more concerned with the tactical nouns (E, F) ^{1.}

1. One could regard category E in Text M as being mainly psychological as opposed to D, A in text C which are such non-psychological items as clothes and what clothes are made of. Note the size of E in Text M.

and less with description (D, A, B) which is a distinguishing feature of Text C.

The chief similarities are:-

i) Category E precedes F which is what one would expect as the former is presumably considered more relevant or more persuasive by the seller.

ii) Category D precedes A.

I shall now give examples of these categories in the order shown above

2.1.4. Examples of the Characteristic Vocabularies of Text M

<u>Pain</u> (E)	Ex.20	No sign of aches and <u>pains</u> either, thanks to Sloans.
<u>Relief</u> (E)	Ex.21	There is such satisfying <u>relief</u> from constipation with Feen-a-mint.
<u>Aches</u> (E)	Ex.22	At the first sign of muscular pain, stiffness, <u>aches</u> or lumbago, dab on Sloan's liniment.
<u>Indigestion</u> (E)	Ex.23	' <u>Indigestion</u> ' is often due to excess acid or Pepsin trying to penetrate this protective film.
<u>Nerves</u> (E)	Ex.24	Antussen brings relief faster, helps you get well sooner - because it calms the <u>nerves</u> that make you cough.
<u>Day</u> (F)	Ex.25	Within a few <u>days</u> , the cold virus is defeated, there is no sign of a cold left (cf Example 2)
<u>Life</u> (F)	Ex.26	Medac Cream takes care of all those blemishes that so often make <u>life</u> a misery.
<u>Time</u> (F)	Ex.27	You'll both feel lots better in no <u>time</u> .
<u>Action</u> (F)	Ex.28	"My patients like Valderma because it is very gentle and soothing in its <u>action</u> ".

/Example 29

People (P)	Ex.29	Today, <u>people</u> like Mrs. Birchdale are still being surprised and delighted that this simple remedy can make life so much brighter.
Vitamins (D)	Ex.30	Your diet may be deficient in <u>vitamins</u> - although <u>vitamins</u> are essential to health.
Tonic(D)	Ex.31	Sanatogen is a protein <u>tonic</u> .
Iron(D)	Ex.32	If your system lacks <u>iron</u> - oh your poor nerves!
Tablets (A)	Ex.33	At last!...a <u>tablet</u> with special muscle-relaxant properties to prevent night cramp!
Pills (A)	ex.34	Surprise and delight is the key-note of most results reported by first-time users of De Witt's <u>Pills</u> .
Chemist(P)	Ex.35	Panets are available from all <u>chemists</u> in two sizes. 1.

1. So far as I am aware, the only book about advertising to mention the characteristic vocabulary of Patent Medicine is "The Advertising We Deserve?" (1962) by Lionel Birch, an ex-copywriter (pp.171/2) In a chapter called "The effects of advertising on people", he discusses the adjectives 'new' and 'fresh' and the noun 'relief'. He notes that the response to the prohibition against claims to cure ailments etc (The British Code of Standards relating to the advertising of Medicines and Treatments, 1948) I quote: "Cures for coughs or colds, for example are no longer advertised; though 'remedies' and things to 'relieve' coughs and colds are, of course.

No advertiser nowadays would claim to cure rheumatism. 'Relief' is the contemporary keynote, and a tentative tone is sometimes noticeable. For example:

42, 44 Rheumatism

Ex.43 Is this new pill the answer?
Thousands of sufferers are certainly obtaining quick relief
collar of sweat on an elegant /from pain after
worsted.

Ex.45 There are shirts with top fashion appeal, ready to
play an exciting role in your fashion-way of life.

from pain after taking the new pill called Chilvax, a new combination of Paracetamol and Salicydamide."

I quote this example because I can match the vocabulary in my material at any point. Furthermore, I can verify that there are no direct claims for cures. The two occurrences of lexical cure in the material are one noun head Cure and one adjective curative as in "the world-famous French curative springs". See ^{Page 26} Example 1 for the noun head, Cure

When considering the order in which the above examples are presented, it should be remembered that categories E and F constitute 75.3% of all the occurrences of the most frequent nouns. Hence the claim that these nouns are the ^{most} characteristic vocabulary of Patent Medicine.

2.1.5. Examples of the Characteristic Vocabulary of Text C

<u>Wool</u> (D)	Ex.36	Remember, too, that only pure <u>wool</u> can give you the rich colours and the extra comfort and warmth.
<u>Wear</u> (D)	ex.37	Such utterly feminine fashions! You'll love the latest <u>nightwear</u> by Smedley's.
<u>Jersey</u> (D)	Ex.38	Soft, light, warm <u>jersey</u> ... inspired choice for these two Autumn charmers. One of them is a two-piece dress smart and so easy to wear.
<u>Fabric</u> (D)	Ex.39	American women are already raving over this wonderful <u>fabric</u> , now its your turn.
<u>Colour</u> (B)	Ex.40	<u>Colours</u> ; oyster, cream, powder blue and lemon.
<u>Colour</u> (B)	Ex.41	Send for the ensemble now, stating size and <u>colour</u> required.
<u>Size</u> (B)	Ex.42	Average and short fittings in hip <u>sizes</u> 36, 38, 40, 42, 44 ins.
<u>Size</u> (B)	Ex.43	Hat and coat <u>sizes</u> 18" - 26" Appx.
<u>Coat</u> (A)	Ex.44	Here is the lavish use of fur...in a widely curved collar of marmet on an elegant <u>coat</u> of needle-pointed worsted.
<u>Skirt</u> (A)	Ex.45	There are <u>skirts</u> with top fashion appeal, ready to play an exciting role in your fashion-way of life.

- Dress (C) Ex.46 "You'll positively purr when you see the fashions. Oodles of lovely model dresses. My dear, one feels quite the femme fatale. And ^{is a} the prices...quite angelically practical!" (This/reported speech advertisement. A satisfied patron is speaking to her friend about the advantages of shopping at G)
- Fashion (E) Ex.47 It's Bri-lon for dresses right in fashion for daytime AND after-six.
- Fashion (E) Ex.48 The elegant look, the slimming line, subtly interpreted in a variety of fashion-right colours and materials: you'll see it, you'll love it - at C & A now!
- Look (E) Ex.49 She goes for Lucky Charm - the look that everyone admires.
- Look (E) Ex.50 Here's a sweater that you'll love for always for Ban-lon is not only pretty but practical too - never wilts...never grows tired... always keeps its shape and its luxury-look.
- Line(E) Ex.51 New interpretation of the fashionable long-line look!
- Line (E) Ex.52 Your new Playtex Zipper girdle shapes you beautifully to a firm young line, trimming and smoothing tummy and hips, giving you extra control where you need it most.
- Day (F) Ex.53 Fine warm wool, elegantly tailored takes you through chilly days.
- Comfort (F) Ex.54 Marvellous new slender lines for you - plus real comfort!
- Quality (F) Ex.55 I enjoy the luxury of my Jay underwear. My husband insists on comfort and hard wear. With superb Jay quality fashioned to fit, everyone is satisfied.
- Prices (C) ex.56 These are the Peter Saunder's prices;and they compare quite dramatically with any shop or private-tailor prices. (cf ex.46)

Guineas (C) Ex.57 Price about 42 guineas at Selfridges, Oxford Street.

The order of presentation in the above examples of the descriptive categories D, B and A should be sufficient to illustrate the difference in the semantic character of the nouns in Text C as compared with those in Text M. This difference is very important as the main source of the stylistic differences between the two texts. I suggest that Text C is compelled to provide a detailed description of the article sold because it has an interested audience which expects it and looks for detail whereas Text M is apparently under very much less compulsion to describe what it sells because it relies or has to rely more on persuasion.

2.1.6. Nouns which are common to both texts.

We noted earlier in Table 8 that roughly one third of the occurrences of all nouns were common to both texts and that taking lexis as a whole, this process was favoured by frequency. I should qualify what is meant by frequency here by saying that 'frequency' means all the occurrences of one item in one text ranged against one or more occurrences of the same item in another text so that frequency of one item in Text M does not mean a like frequency in Text C. The nouns in common are usually in unequal proportions and are nearer to the following freak examples than to equality of occurrence.

<u>Text M</u>	<u>Text C</u>
1 x corset	14 x corset
71 x relief	1 x relief

Corset does not normally belong to the Text M vocabulary and occurs in a parable written about a plump girl's quest for slimness, corsets being the easiest way of slimming.¹ Relief does not normally belong

1. This advertisement was written as if it were a news article and is one of the very few advertisements which appear in The Times.

to Text C's vocabulary and occurs in an advertisement for stockings which offers a re-inforced type for leg support.

/Nouns in common

Nouns in common of nearly equal occurrences are rare. The closest they approach to equality can be illustrated by the following table which shows the occurrences of the 12 nouns which are common to both of the characteristic vocabularies (10+):-

Table 11 Noun vocabulary common to the 10+ lists.

<u>TEXT M</u>			<u>TEXT C</u>		
occurrence	noun	cat.	occurrence	noun	cat.
47	day	F	89	size	B
41	time	F	23	child	F
38	life	F	22	day	F
30	way	F	22	comfort	F
19	comfort	E	19	winter	F
17	women	F	18	women	F
16	child	F	18	way	F
16	night	F	15	weight	E
16	size	B	12	night	F
12	home	F	12	time	F
10	weight	E	12	life	F
10	winter	F	10	home	F
272 ^{1.}	12		272 ^{1.}	12	

1. The equal number of occurrences here is a coincidence and has no other significance.

It is no surprise that the above list is composed of some of the commonest nouns in English because this is what could have been expected, but two points should be noted:-

- i) Although these nouns are common or predictable, their use would seem to be part of the sales tactics;
- ii) Because of this, their order of importance differs. Note, for example, the different positions of time and life in the two texts. Text M is more directly concerned with moods (life) at a given period
/(day, time)

(day, time) which may be "controlled" in a particular manner (way) by using the product. Text C is more concerned with the description of what is being sold (size). Of interest here is the equal use of comfort in the texts i.e. mental and bodily comfort.

Examples of some of the above nouns have already been given when illustrating the nouns of semantic type (F). See Examples 25 and 53 (day), 26 (life) and 27 (time). These nouns were the items listed as COMMON (i) in Table 9. For lists of Nouns of COMMON (ii) and NOT COMMON, see the appendix.

2.2.1.

ADJECTIVES

Before describing the characteristic adjectives of the texts, I will briefly note what adjectives are counted and what adjectives have been excluded. The adjectives here are, as already stated, a pooling of adjectives, adverbs -ly and adjective items in compound words. The collection of adjectives was based primarily on syntactic and grammatical criteria and as a last resort on morphology. The items which have been excluded are:-

- i) Adjectives occurring in Proper names or Brandnames: the Great in Great Britain; the pink in Dr William's Pink Pills; the new in New Biskoid.
- ii) Adjectives as heads with determiners were included in nouns. Text C had more of these but the numbers are too small for comment. ^{1.}

1. Except where otherwise shown, all are single occurrences

<u>Text M</u>	<u>Text C</u>
the best (3)	the beautiful the impossible
the better	the best (7) the latest
the incontrovertible	the dramatic the neatest
	the exotic the nicest
	the finest the ordinary
	the gentlest the smallest

iii) The 'closed' forms: able to, bound to and due to were included under Verb Auxiliaries. There were 10 items in Text M and 3 in Text C.

iv) The nationalities: American, British, English, French, Italian, Irish, Scottish. There were 48 occurrences in Text C. I excluded these because there are only 3 occurrences (2 x German and 1 x French) in Text M.

2.2.2. It is not possible to treat the semantics of adjectives (or the verbals) in the same way as the nouns were treated. Of the two texts, Text C appeared more accessible to such an analysis but not satisfactorily so. For instance, one can recognise many items in Text C as Category B: available, average, monthly, large, medium, small, middle; as C: payable; and as D: acrylic, collarless, creaseless, endless, reversible, seamless, sleeveless, etc. Apart from obtainable (Category B) it is very difficult to recognise any Category D adjectives in Text M. A division of adjectives into two categories E and F seems more appropriate but will be inadequate for analysis. I have therefore devised a different approach to illustrate the vocabularies. I shall take the vocabularies and examine (i) what the 10+ vocabularies have in common; and (ii) what the 10+ vocabulary of one text has in common with the 1 to 9 range of the other text; and (iii) what the 10+ vocabularies do not have in common.

2.2.3. Adjectives in Common (i)

In Table 8, we noted that there were more adjectives in common than nouns in common and this was not unexpected because of the greater generality of meaning which adjectives have as a whole. One can nevertheless safely assert that a similarity of items in the characteristic adjectives can be equated with a similarity of register, in this instance, that of two selling languages. The following table lists the 14 items common to both these 10+ vocabularies:-

/Table 12

These occupy the first two places in both texts. Good would be an
 Table 12: Characteristic Adjectives in Common

TEXT M					TEXT C		
	Items	Total	Adjec.	Adverb	Items	Total	Adjec. Adverb
1.	good, etc	63	54	9	new	135	133 2
2.	new	43	43	-	good, etc	50	50 -
3.	free(ly)	28	20	8	free	34	34 -
4.	(e) special(ly)	25	16	9	full(y)	33	18 15
5.	easy(ily)	24	20	4	wonderful	29	28 1
6.	first	19	14	5	(e) special(ly)	26	13 13
7.	wonderful	17	17	-	easy(ily)	24	20 4
8.	real(ly)	15	4	11	long	23	16 7
9.	complete(ly)	14	7	7	extra	21	15 6
10.	extra	14	7	7	young	20	20 -
11.	full(y)	14	13	1	first	15	13 2
12.	long	13	3	10	real(ly)	14	8 6
13.	young	11	11	-	complete(ly)	11	6 5
14.	rich	10	10	-	rich	11	11 -
	(x22.1)	310	239	71	(x31.9)	446	385 61

2.2.4. Perhaps the easiest way of recognizing advertising language is by the first two adjectives of the above table, 'new' and 'good'.¹

1. In Mr. G.N. Leech's work (pp.267) 9 out of 14 of the above adjectives also occur in his first 20 adjectives. They are:- good, new, free, special, easy, wonderful, real, extra, full. The adjectives 'good' (x167) and 'new' (x143) are the two most frequent items in his material. If one adjusts the figures of Text C for the difference in size of sample (i.e. 15.6 M to 28.4 M words) the comparison would be :-

Text C	Leech
245 x new	143 x new
94 x good	167 x good
339	310

These occupy the first two places in both texts. Good would be an expected frequency in the register of praise, but new requires some explanation.

In the highly competitive selling of articles which are very much alike in essence and quality (e.g. cigarettes, detergents, food, soaps, patent medicines, clothing, etc) the essential job of the copywriter is to persuade the consumer of the uniqueness of Brand A as opposed to competitive brands. 1. 2.

1. In "The Advertising We Deserve?" L. Birch expresses some weariness at the frequent use of new. He no doubt expresses what most copywriters may feel:

"NEW! NEW! Alka Seltzer tablets wrapped in foil!" All right; so that is new - because they weren't wrapped in foil before. And this NEW soap is new - at least it's got a new colour. And this NEW toothpaste is new - at least it's got some new ingredient. And so that NEW car is new - at least it's got some new features." (pp. 166/167)

Table 13 will examine how this adjective is distributed between the various categories of noun head which were defined for Table 10 on pp 42. Here we shall see that the product (Type A) and its ingredients or synonyms (Type D) are certainly described as new but that the use of new is not confined to these two.

2. In the Observer Weekend Review (pp 21, 9th February 1964), there appeared an extract from David Ogilvy's forthcoming book, "Confessions of an Advertising Man". In a paragraph 'On Potent Copy', he says: "The two most powerful words you can use in a headline are free and new. You can seldom use free but you can almost always use new - if you try hard enough."

In order to meet the exigencies of competition, most manufacturers are obliged to "improve" their products and what action they take is passed on to the copywriter as "factual" information on which to base advertising claims, many of which may be heralded by the adjective new i.e. something which has never existed before now.

Some Examples of Adjectives/adverbs

TEXT M

good ^{1.}
(best)

Ex.58 The best way to avoid the miseries of indigestion is to avoid causing it.

1. In contrast to the use of good there are 4 x bad, all attributive uses of which 3 are bad breath and 1 is a bad headache. There are 3 x worse (e.g. "Then because you worry you feel worse") and no instances of worst.

good
(better)

Ex.59 Overnight you'll feel better...look better...be your own radiant self again.

good

Ex.60 And remember, Brooklax is good for all the family, grown-ups and children alike.

new ^{2.}

Ex.61 POLI-GRIP--the new cream fixative most widely used in America--brings new firm suction, new comfy-grip and new mouth ease to all denture wearers.

2. The adjective old does not occur in the material as an antonym for new. In both texts, old is opposed to young. Old occurs 11 times in Text M and only once in Text C.

free
(adverb)

Ex.62 You can then breathe freer, sleep sounder, and work easier.

special

Ex.63 Maclean's special action penetrates and loosens dingy coating in a way other toothpastes can't.

specially

Ex.64 It's specially prepared for greasy skins on which spots flourish.

easy

Ex.65 Why don't you enjoy Rennies relief- it's so easy this way.

easily

Ex.66 You can breathe again...easily...freely...deeply - without wheezing and coughing (cf with Ex.62 above)

first

Ex.67 Even those sudden painful first attacks have been alleviated quickly.

<u>First</u> (Adverb)	Ex.68	Chemists know that to end many skin ailments you must <u>first</u> kill germs then soothe and heal.
<u>Wonderful</u>	Ex.69	<u>Wonderful</u> news for sufferers from spots, pimples, rashes, boils!
<u>TEXT C</u>		
<u>New</u>	Ex.70	<u>Newest</u> nylons in the famous range are Leisure Lifelon.
<u>New</u>	Ex.71	A completely <u>new</u> look, ravishing <u>new</u> French colours
<u>Good</u>	Ex.72	Stockings now match powder-shades in a glamorous togetherness that's the latest, loveliest look in <u>good</u> grooming.
<u>Better</u>	Ex.73	Playtex girdles are guaranteed to make all your clothes fit <u>better</u> , look <u>better</u> .
<u>Free</u>	Ex.74	Amazing that a big, bold sweater can be so gloriously light and <u>free</u> to move in.
<u>Free</u>	ex.75	FREE - FULL COLOUR CATALOGUE (Headline).
<u>Free</u> (CW)	Ex.76	Plus a stride- <u>free</u> front for movement with comfort: high-waisted to take care of "spare-tyre"...down-stretch back panel of satin elastic for freedom and ease in bending and sitting.
<u>Free</u> (CW)	Ex.77	Fancy- <u>free</u> in lovely broche and lace.
<u>Full</u>	Ex.78	The <u>new</u> foundation by Kay Curtis has the <u>full</u> length, <u>full</u> opening zip that makes dressing simple and quick.
<u>Full</u> (CW)	Ex.79	They come in a range of glorious <u>full</u> -bodied colours from glowing geranium pink to mysterious midnight blue.
<u>Fully</u> (CW)	Ex.80	Mother's own <u>fully</u> -fashioned jumper is ready to wear from Bairnswear - like her son's Scandinavian. (Visual context: photograph of family)

From the above examples of Text M and Text C, their difference in character can be seen in their different purposes. Text M is more concerned with giving reasons for taking the product and describing how the consumer will feel afterwards whereas Text C is more concerned with the fine appearance of the clothing and what it is like to wear.

It is worth briefly describing the grammatical and semantic features of the two most used adjectives new and good as the treatment of these two will reflect the treatment of the other adjectives in the texts.

2.2.5. The adjective new occurs three times more frequently in Text C than in Text M which suggests that newness is a more important semantic feature in the former text. The reason, I suggest, is that women's clothing changes rapidly in fashion and that the copywriters of these advertisements have to advise their readers of changes in detail. The closeness of the frequency of new in the television material mentioned earlier suggests that television advertising is also obliged to keep the public informed of rapid changes in product quality, shape, size, availability, price etc quite apart from psychological considerations such as the desire for change and novelty and, not least, the need for easily grasped points of distinction i.e. new may function as a signal where improvements, real or imaginary, may be found.

The Grammar of NEW.

This adjective is use mainly in the attributive, a position which seems to be less marked as an information point.¹

1. Note the change in meaning between the original sentence (a) and my alteration of it in (b):-

(a) Good, honest, old-fashioned country bread - you can't beat it.

(b) You can't beat country bread which is good, honest, old-fashioned.

I chose this sentence from earlier work because it contains an example of the adjective honest which does not occur in my material except as one occurrence of honestly in the speech of an imaginary character in Text M.

Text M has no predicative uses and in Text C the proportion of attributive

to predicative use is 125:10 or 92.5%. There are no comparative forms of new in either text, a grammatical feature which seems to be due to linguistic control rather than to the compulsion of the language. ^{1.}

1. The compulsion here is a semantic one. The use of newer in an advertisement would have unfortunate results: it may suggest an unwholesome comparison within the same brand i.e. that there were still supplies of the inferior (older) brand on the market or that it was only newer than some competitive makes.

In this respect, new behaves as if it were grammatically like its near synonyms, different, novel and unique, ^{2.} none of which have comparative

2. Most uses of new merely mean different but the meaning intended by the language of advertisements seems closer to unique. Notice that the more common different occurs less frequently in the texts than the less common unique.

	Text M	Text C
different	2	2
unique	8	4

It is interesting to note that the adjective novel does not occur in this material.

forms. There are few superlative forms (Text M: 1/43 = 2.3%; Text C 5/135 = 3.7%). The single occurrence of newest in Text M is unusual: it occurs in a parable about a fat girl exploring the newest slimming diets. ^{3.} Here one anticipates a superlative as in fashion

3. This is the same advertisement in which the freak occurrence of corset appears.

advertising where a style is either new (lately current) or it is newest (the latest most recent design) but as the above figure shows, the copywriters are prudent about using the superlative form.

comparative	16	29.6	11	22.0
superlative	7	13.0	14	28.0
Total	54	100.0	50	100.0

The Semantic Features of 'new'

The type of noun heads which are modified by this adjective is interesting because it will be noted that their distribution depends on the semantic nature of such nouns as the following table shows:-

Table 13 : Showing the distribution of the adjective 'new' to the various semantic types of noun head of Table 9.

		SEMANTIC TYPE OF NOUN HEAD						
		A	B	C	D	E	F	TOTAL
Text M		9	1	-	9	10	15	44
%		20.5	2.3	-	20.5	22.7	34.0	100.0
Text C		33	17	1	37	26	11	125
%		26.4	13.6	.8	29.6	20.8	8.8	100.0

Bearing in mind the greater frequency of 'new' in Text C, the following contrasts can be noted. Text M and C are nearly alike in their proportions of A, D and E but differ in B and F. Adding ABCD as descriptive and EF as tactical, we note that the ratios vary: Text M = 19:25 (76:100) and Text C = 88:37 (238:100). A further comment will be made when the results of this table *are* compared with a similar table of the adjective 'good'.

2.2.6. The Grammar of the Adjective 'Good'.

The adjective 'good' is grammatically less restricted than 'new' as the following table shows:-

Table 14 Showing the proportions of good, better, best in the texts

Form	TEXT M		TEXT C	
	Occurrences	%	Occurrences	%
'ordinary'	31	58.4	25	50.0
comparative	16	29.6	11	22.0
superlative	7	13.0	14	28.0
Total	54	100.0	50	100.0

Table 15: Showing the proportion of attributive to heads:-

Adjectives	<u>TEXT M</u>			<u>TEXT C</u>		
	At.	Hd.	Total	At.	Hd.	Total
Good	20	11	31	19	6	25
Better ^{1.}	-	16	16	5	6	11
Best	7	-	7	12	1	13
Totals	27	27	54	36	13	49

1. The proportion of related to unrelated comparatives of 'better': Text M 4:;2 and Text C 1:10. The use of the unrelated comparative (no qualifying than-phrase or clause) is a very well known feature of advertising.

I suggest that this awareness is not so much due to the anaphoric use of the comparative (which is an important use of the comparative in all forms of English anyway) but rather the formulaic nature of the nominals occurring in the phrase or clause. The Than-formula can be stated as:-

Than (Ordinary brands
(other makes
(ever (before)

Note that in Table 14, Text M tends to favour the comparative forms whereas Text C tends to favour the superlative. In Table 15, 'better' is not used attributively in Text M whereas in Text C it is equally distributed between At. and Hd. The proportions of 'best' used as At. are alike.

The semantic features of the Adjective 'Good'.

As with 'new', the type of noun heads modified by the various forms of 'good' is interesting because it also correlates with the analysis of the nouns of Table 9:-

Table 16: Showing the distribution of the adjective 'good' to the various semantic types of noun head.

SEMANTIC TYPE OF NOUN HEAD						
TEXT M	A	B	D	E	F	Total
Good	3		1	14	2	20
Better	-	-	-	-	-	-
Best				4	3	7
	3		1	18	5	27

TEXT C	A	B	D	E	F	Total
Good	1	10		5	3	19
Better		2		1	2	5
Best	1	6	2		3	12
	2	18	2	6	8	36

Note that the two texts have in common the fact that reference to the actual product (A) or its synonyms (D) is much less frequent than reference to the other types (B,E,F). Note that Text M is more concerned with E (its tactical nouns) and that Text C is more concerned with B (requirements of the trade). *e.g. all good shops have it.*

2.2.7. We can now summarise the semantics of 'new' and 'good' as follows:-

Both texts are concerned with 'newness' and 'goodness' but differ where these qualities are considered desirable. In Text M, 'goodness' and 'newness' are about equal in importance but in Text C 'newness' is paramount. In more detail, in Text M, 'newness' is equally ascribed to descriptive (AED) and to the tactical set (EF) but 'goodness' is ascribed mainly to the tactical set. In Text C, 'newness' is ascribed mainly

/To the descriptive

to the descriptive (A B D) and 'goodness' is ascribed mainly to B whose proportions are significantly higher in Text C in both 'new' and 'good', especially in the latter. Thus the interpretation of the different tactics of selling which was based on the analysis of the nouns in Table 10 is corroborated by Tables 13 and 16 and will be further corroborated by the analysis of the Verbals in Section 2.3.

3. simple(ly) 25 14 12 9 3 6

2.2.8. Adjectives in Common (ii) 10 8 5 3

AS the specific meanings of the texts begin to diverge, the characteristic vocabularies have less in common with each other and more in common with the lower range (1 to 9) where a greater diversity of lexis exists for coincidences of item and meaning to occur. In Table 12, the occurrences in common corresponded to relative proportions of the adjectives in the characteristic vocabulary but in the tables that follow, the proportions are 4.25:1 in Text M and 4.5:1 in Text C.

10.	happy(ly)	10	10	-	4	3	1
11.	modern	10	10	-	1	1	-
12.	pleasant(ly)	10	10	-	2	2	2
13.	powerful	10	10	-	2	2	-
	(x 17.8)	250	206	62	63	98	15

Examples of the first three items suffice to show that Text M is concerned with describing the results of taking the product, results which one could hardly expect from buying a drug (quick, safe, simple, well, healthy, regular, active, powerful).

Ex.01 She takes them because they give her quick and lasting relief; and because they can be taken unobtrusively anywhere at any time.

Ex.02 Aspirin can then get quickly into your bloodstream to relieve your aches and pains.

Ex.03 'I'm who already use PNC-PLUS, know how effective, how safe, these unique tablets are.

Ex.04 Four-a-pint does not gripe, is not habit forming and can be safely taken by adults and children.

Table 17: Showing the characteristic vocabulary of Text M in common with the 1 to 9 vocabulary of Text C.

	Adjective	TEXT M			TEXT C		
		Total	Adjec.	Adverb	Total	Adjec.	Adverb
1.	quick(ly)	42	19	23	4	3	1
2.	safe(ly)	26	22	4	9	9	-
3.	simple(ly)	26	14	12	9	3	6
4.	well	20	10	10	8	5	3
5.	sure(ly)	19	17	2	5	5	-
6.	healthy	19	19	-	1	1	-
7.	natural(ly)	18	18	-	8	7	1
8.	regular	18	10	8	1	1	-
9.	gentle(ly)	14	11	3	7	4	3
10.	old	14	14	-	1	1	-
11.	active	12	12	-	1	1	-
12.	happy(ily)	10	10	-	4	3	1
13.	modern	10	10	-	1	1	-
14.	pleasant(ly)	10	10	-	2	2	2
15.	powerful	10	10	-	2	2	-
	(x 17.8)	268	206	62	63	48	15

Examples of the first three items suffice to show that Text M is concerned with describing the results of taking the product, results which one could hardly expect from buying a dress (quick, safe, simple, well, healthy, regular, active, powerful).

Quick Ex.81 She takes them because they give her quick and lasting relief; and because they can be taken unobtrusively anywhere at any time.

Quickly Ex.82 Dispirin can then get quickly into your bloodstream to relieve your aches and pains.

Safe Ex.83 You who already use PRO-PLUS, know how effective, how safe, these unique tablets are.

Safely Ex.84 Feen-a-mint does not gripe, is not habit forming and can be safely taken by adults and children.

- Simple Ex.85 More and more sufferers from painful piles are now discovering a simple way to get quick and lasting relief.
- Simply Ex.86 You can make sure of avoiding vitamin deficiencies, simply by taking three extra vitamins every day.
- Simply^{1.} Ex.87 "I think I've tried everything, but Famel is simply wonderful.

1. Note that the simply in Examples 86 and 87 differ considerably in meaning from the simple in Example 85. The examples of this adverb can be divided into those exemplified by Examples 86 and 87

	<u>Text M</u>	<u>Text C</u>
Example 86	4	2
Example 87	8	3

The only example not accounted for, is a single occurrence of the near-imperative in Text C:-

Simply Ex.88 "My dear, you simply must go to Corringe's"

There are no adverbial equivalents of simple of the kind illustrated in the following concoction:-
 "Her dress was very simply made and had no frills".

Compare the above with the following examples from Text C:-

- Quick (AT) Ex.89 POST TODAY - For quick delivery
- Safer (CW) Ex.90 They carry the SAFER-FROM-FIRE labels.
- Safer Ex.91 Keep her safer with BRI-NYLON nightwear.
- (head)
- Simple Ex.92 BLACK FOX for the face-framing collar of this superbly simple topcoat in rough woven tweed.
- (At)
- (see also Example 78)

Table 18: Showing the characteristic vocabulary of Text C in common with the 1 to 9 vocabulary of Text M.

	Item	TEXT C			TEXT M		
		Total	Adjec.	Adverb	Total	Adjec.	Adverb
1.	Soft(ly)	48	46	2	3	3	-
2.	warm(ly)	45	43	2	3	3	-
3.	pure!	41	41	-	7	7	-
4.	fine(ly)	24	23	1	4	4	-
5.	double(ly)	23	20	3	7	7	-
6.	high(ly)	19	19	-	5	3	2
7.	smooth(ly)	16	14	2	3	2	1
8.	wide(ly)	16	14	2	1	-	1
9.	slim	15	15	-	3	3	-
10.	available	13	13	-	9	9	-
11.	right(ly)	13	11	2	8	4	4
12.	dry	12	12	-	1	1	-
13.	deep(ly)	11	11	-	8	-	8
14.	late	11	10	1	8	1	7
15.	near(ly)	11	11	-	2	1	1
16.	short	11	11	-	6	6	-
17.	personal(ly)	10	8	2	3	3	-
18.	practical	10	8	2	3	1	2
18	(x 19.4)	349	330	19	84	58	26

It will be remembered that Text C is selling the heavier and warmer clothing for Autumn and the oncoming Winter. The first three examples suffice to show the 'desirable' attributes of such clothing.

Soft Ex.93 Fully lined, of course, with soft neckline, bloused, slim skirt. (See also Ex.10 and especially 11 and 12)

Warm Ex.94 It has a graceful natural drape, and feels beautifully soft and warm to the touch.

/Ex. 95

- Warmly Ex.95 She was after a coat for travelling about glamorously and warmly which was why she had to insist on loden cloth.
- Pure 1. Ex.96 And when it's pure new wool and woven into Scottish Woollen its even better!

1. 'Pure' refers to materials with one exception:-

21 pure (wool)

7 pure (orlon)

6 pure (silk)

3 pure (cashmere)

3 pure (Irish linen)

1 pure bright colours

41

Compare the above with examples from Text M.

- Soft Ex.97 And a little Zam-buk rubbed into your hands directly after you do your week's washing will keep them soft and free from redness and soreness.
- Warm Ex.98 "Mm...that eases it dear - warm and soothing! Sloan's was a good tip!"
- Pure Ex.99 "They are simply pure brewer's yeast with all its cells intact and without any drugs."

In spite of the obvious difference in tactics which can be discerned in the Examples 81 to 99, it does seem that there are a high number of adjectives in common in Tables 17 and 18. I suggest that this is because both texts, have in common, the ideals of physical comfort. Tables 19 and 20 will clarify their other differences.

2.2.9. Characteristic Adjectives which are not in Common (iii)

At the point where the characteristic vocabulary is most specific to a text, one can expect the items to have nothing in common with another text especially if the subject matter of that text is very different.

/What is interesting

What is interesting here is that this "parting of the ways" happens at a much lower frequency range in adjectives than in nouns where the most specific items are, in fact, the most frequent ones. (It will be recalled that the characteristic nouns in common begin coinciding from the mid-range downwards.)

Table 19: Showing the 6 items in the characteristic vocabulary of adjectives which occur only in Text M.

	Items	Occurrence	Adjec.	Adverb
1.	Fast	23	4	19
2.	Nervous	18	18	-
3.	Medical(ly)	17	16	1
4.	handy	13	13	-
5.	Rheumatic	15	15	-
6.	Effective(ly)	10	9	1
	(x 16)	96	75	21

In the above table, 'nervous', 'medical', and 'rheumatic' could safely be classed as equivalent of Type E nouns in Text M and therefore are unlikely to occur in clothing advertisements. All the items in this table except 'handy' are E type. Here are examples of 'fast', 'handy' and 'effective' :-

Fast 1. Ex.100 For these troubles thousands are finding wondrous fast help with the urinary antiseptic pain-relieving action of Cystox.

1. The idea of speedy effective results from taking tablets, etc is one feature which readily distinguishes Text M from Text C. Note the following group of items:-

Table 20: Showing the 13 items in the Characteristic Vocabulary of Adjectives which occur only in the text.

Item	
1. lovely	42 quick(ly)
2. light	23 fast
3. beautiful(ly)	15 soon (not in lexis analysis above)
4. superb(ly)	6 immediate(ly)
5. perfect	5 swift(ly)
6. elegant(ly)	5 overnight
7. luxurious	4 rapidly
8. smart	2 speed(ily)
9. fashionable	1 instantly
	1 promptly
	<u>104</u>

faster Ex.101 Nothing acts faster than Anadin. 1.

1. Note the form of the comparative here.

handy Ex.102 Keep Beecham's Powders handy.

handy Ex.103 In handy pocket tins 9d and Jars 2/4.

effective Ex.104 Famel's astonishingly swift and effective action brings safe and comforting relief to inflamed tissues and irritated membranes.

effectively Ex.105 Because it restores the system's normal regularity so gently and effectively - 'Mil-Par' is specially suitable for expectant and nursing mothers.

/Table 20.

Table 20: Showing the 13 items in the Characteristic Vocabulary of Adjectives which occur only in Text C.

	Item	Occur.	Adjec.	Adverb
1.	lovely	30	30	-
2.	light	23	23	-
3.	beautiful(ly)	22	5	17
4.	superb(ly)	18	12	6
5.	perfect	17	14	2
6.	elegant(ly)	16	14	2
7.	luxurious	15	15	-
8.	smart	15	15	-
9.	fashionable	12	9	3
10.	monthly	11	2	9
11.	fuller ^{1.}	10	10	-
12.	neat(ly)	10	7	3
13.	washable	10	10	-
	(x 16.0)	208	166	42

1. This is a euphemism for fatter clients which I have kept separate from the normal uses of the adjectives full which is discussed under Table 11.

Many of the items of the above table are characteristically feminine words of praise which could be expected in fashion advertising. Some examples will illustrate the exclusiveness of this vocabulary which one would hardly expect in the characteristic vocabulary of Text M.

Lovely Ex.106 Style 104. Thrilling new way to lovely new lines!
Slim the minute you put it on.

Lighter Ex.107 Truth is, you can make almost anything with Orlon -
lighter, lovelier, more practical than ever before.

Beautiful Ex.108 Sheer, absorbent, shapemaking, beautiful Nysil
nylons - with the feel of pure silk.

/ex. 109

<u>beautifully</u> (adverb)	Ex.109	Dress to trim you - slim you, carefully proportioned, <u>beautifully</u> styled. Prices are tailored to suit you too!
<u>superb & perfectly</u>	Ex.110	Long line lifts, holds and shapes <u>perfectly</u> with <u>superb</u> midriff control.
<u>superbly</u> (adverb)	Ex.111	Traditional classic, <u>superbly</u> tailored in bold overcheck Irish Tweed in many lovely colour combinations.
<u>perfect</u>	Ex.112	Revolutionary because it is the first-ever girdle that successfully echoes nature's own <u>perfect</u> muscle control.
<u>elegant</u>	Ex.113	ABOUT TOWN: SMOOTH AND <u>ELEGANT</u> (Headline)
<u>elegantly</u> (adverb)	Ex.114	It is a coat-like Darwin - a long lean silhouette that carries you <u>elegantly</u> all through a busy day.

Remarks: The proportion of the adjectives in Tables 19 and 20 (Items not in common) is very much lower than the nouns which are not in common (see Tables 9A and 9B). This suggests that adjectives may operate on a different semantic plane from the nouns which they qualify and may therefore be more generalized in meaning. If this is the case, the high number of adjectives in common or the low number of adjectives not common can be expected as the texts belong to the same register and would share the linguistic techniques which are represented by the use of adjectives.

VERBALS

2.3.1. The Verbals will now complete the review of the semantic meaning of the characteristic lexis which so far has been supplied by the characteristic nouns and adjectives. The distinctive semantic feature of verbals is that we are able to examine direct persuasion (what we are told to do) as opposed to indirect persuasion (the qualities of the product-nouns and adjectives). We could differentiate the aims of the two texts on the basis of their imperatives alone but, because of the /great contrast

great contrast in verbal style between the texts, we will have to consider the remaining verbals in equal detail.

As noted earlier, verbals include all items having either the syntactical or morphological features of verbs. We have already noted that Divisions II and III of Table 2¹ have a strong tendency to form a

- | | |
|-----------------|---|
| 1. Division II: | present participles and past participles used attributively |
| Division III: | Verbals (mainly as Division II) which occur as items in compound words. |

vocabulary which is not directly related to the main vocabulary of verbs which are represented by Division I.²

- | | |
|----------------|---|
| 2. Division I: | Finites, Imperatives, (to) infinitives, V-ing and V-ed (all as heads) |
|----------------|---|

As the vocabularies of Division II and III are not completely independent, they have not been treated on their own but their tendency towards separation noted in Tables 5 and 6 will be taken into account.

2.3.2. There have been fewer exclusions of verbs from the lexical analysis than from nouns and adjectives. The following three items, each occurring once only, have been excluded from Text M as fixed phrases:-

- i) 'know', in 'you know'.
- ii) 'mark' in 'mark you'.
- iii) 'say' in 'that is to say'.

The following two items have been collected under adjectives in Text C.³

- | |
|---|
| 3. 5 x 'becoming' and 2 x 'outstanding' |
|---|

- i) 'becoming' as in: "a hood detachable, furred and madly becoming."
- ii) 'outstanding' as in: "outstanding beauty".

The vocabularies of the verbals will be treated in the same way as
/the adjectives

the adjectives because like adjectives, verbals are not susceptible to the same kind of analysis accorded to the characteristic ~~verbal~~ noun vocabulary. I shall take the characteristic verbal vocabulary and examine (i) what the 10+ vocabularies have in common; (ii) what the 10+ vocabulary of one text has in common with the 1 to 9 range of the other text, and (iii) what the 10+ vocabularies do not have in common. These were the divisions of Table 9.

2.3.3. Verbals in Common (i)

The comments made about adjectives in common (Section 2.2.3.) apply equally to the verbal vocabulary whose statistical proportions closely resemble those of the adjectives which, in turn, differ substantially from those of nouns.

For convenience, the tables have been divided into four sections following the item and its total occurrences:-

- i) Finites, verbs in main clauses and dependent clauses.
- ii) Imperatives, verbs which occur in main clauses only.
- iii) Non-finites as head: (to) infinitives, V-ing and V-ed forms.
- iv) Others. Here I have added the items from Divisions II (Verbal attributives) and III (items from compound words).

2.3.4. Table 21 lists the 17 verbals which are common to both texts and which include the most frequent items.

2.3.5. Examples of the first four items in the above table will illustrate clearly the different aims of the texts as exemplified by the imperative verb.

Examples of Ex. 1 in Table 21

Ex. 115 "So, at the first sign of constipation, take today's Mils."

Ex. 116 "Whereas, I take it twice a day - for elevenes and just before going to bed!"

Ex. 117 "Take Ex. 117"

Table 21: Showing the characteristic verbals in common

TEXT M							TEXT C					
	Verbals	Total	Fin.	Imp.	Non-fin.	Other	Verbals	Total	Fin.	Imp.	Non-fin.	Other
1.	take	98	33	21	42	2	make	82	38	5	26	13
2.	get	71	36	21	14	2	have	47	44	-	3	-
3.	feel	49	34	7	8	-	see	39	5	20	14	-
4.	give	40	33	1	5	1	look	34	16	9	9	-
5.	make	40	31	2	7	-	keep	28	19	1	7	1
6.	use	34	14	6	13	1	give	22	11	2	9	-
7.	go	31	21	1	9	-	feel	19	18	4	3	1
8.	keep	28	9	14	5	-	go	18	10	4	3	1
9.	have	27	24	1	2	-	know	16	12	-	2	2
10.	know	27	21	-	5	1	buy	15	12	-	3	-
11.	find	19	17	-	2	-	take	15	7	2	3	3
12.	look	19	10	1	4	4	write	14	1	13	-	-
13.	ask	13	1	10	2	-	find	13	9	-	4	-
14.	buy	13	5	8	-	-	get	11	9	-	2	-
15.	see	12	8	3	1	-	show	11	2	-	7	2
16.	show	12	7	-	5	-	use	11	3	1	6	1
17.	write	12	9	2	1	-	ask	10	-	10	-	-
	(x 32)	545	313	98	125	9	(x 24)	404	208	71	101	24

2.3.5. Examples of the first four items in the above table will illustrate clearly the different aims of the texts as exemplified by the imperative uses.

Examples of Text M in Table 21

take Ex.115 So, at the first sign of constipation, take today's Bile Beans.

take Ex.116 "Nowadays, I take it twice a day - for elevenses and just before going to bed!"

/take Ex.117

Take non-finite	Ex.117	To recover the full joy of living, start <u>taking</u> Phosferine to-day.
Take (CW)	Ex.118	These eight vitamins and four minerals in easy-to- <u>take</u> sealed capsules, work together to build health, and maintain it into old age.
Get(Imp.)	Ex.119	<u>Get</u> a supply of Germoloids now - from any chemist
Get rid of Imp.	Ex.120	<u>Get rid of</u> that left-over feeling - start your day afresh with Andrews....sparkling refreshing Andrews!
Get finite	Ex.121	More people <u>get</u> relief with Rennies than with any other indigestion tablet.
Get non-fin.	Ex.122	To <u>get</u> the full benefit from them, remember to take Iron Jelloids <u>faithfully</u> - every day for at least a month. (cf: ex. 85)
Feel(Imp.)	Ex.123	Start a course today and <u>feel</u> the difference.
Feel finite	Ex.124	As the weeks pass, you will <u>feel</u> your old <u>young</u> confidence and energy returning.
Feel non-fin.	Ex.125	Regular daily Vykmin is now known to help you to stay healthy, <u>feel</u> young.
Give Imp.	Ex.126	Thousands of grateful people recommend them - <u>give</u> yourself the chance of being able to bend and stoop freely again.
Give(finite)	Ex.127	Ah...what a relief two RENNIES can <u>give</u> ! (Headline)
Give finite	Ex.128	"I find they <u>give</u> a truly instant relief from indigestion.
Give(non-fin)	Ex.129	"I've decided to <u>give</u> Famel a try!"
Give (CW)	Ex.130	Medically your blood lacks the haemoglobin which carries energy- <u>giving</u> oxygen to the heart and lungs.

The above examples are semantically self explanatory. It is perhaps no accident that the two most frequent imperative items (take and get) are also in the first two most frequent verbs.

It is interesting to note that 13 out of 17 of these items are in common with the verbs listed by Leech p. 275 (The 4 NOT COMMON are :

/ask, find, show,

/make Example 133

ask, find, show, write). For the purpose of comparison I have adjusted the above frequencies to the size of Leech's material in the following table of the first seven frequencies:-

Table 22: Comparing the Common Verbal Vocabulary of the material with the first seven items in Television material.

	TEXT M	TEXT C	TELEVISION
1.	185 take	152 make	161 get
2.	134 get	87 have	142 make
3.	93 feel	72 see	96 have
4.	76 give	68 look	86 give
5.	76 make	52 keep	81 see
6.	64 use	41 give	74 know
7.	59 go	35 feel	63 look
	687	507	703

Text C has more of the higher frequencies in common with Television, which suggests that its overall verbal meanings are closer to that of television than Text M. On the other hand, Text M is closer in Verbal Style (i.e. proportions) to the television material. I say closer, because the latter does not seem to include the non-finite items. I base this assumption on the figures given by ^{Leech in} Table XXIV (P.143) for ACTIVE/PASSIVE VERBS. The total of this table is 2887 occurrences. My equivalent is 1176 adjusted for the difference in size to 2220 occurrences. The television material would seem to have a more verbal style than either of the texts, a difference which may be due to the medium or to its otherwise shorter sentences.

Examples of Text C in Table 21

make Ex.131 Beautifully finished throughout, this dress has
finite been made in both average and shorter fittings
(see also Example 45)

make Ex.132 A story unique to Kayser, and only to Kayser, because
finite Kayser make not just lingerie alone, but bras and
girdles.

/make Example 133

- make Ex.133 Side-fastening underbelt makes your figure so slim,
finite so youthful-looking.
- make Ex.134 Playtex Girdles are guaranteed to make all your
non-fin. clothes fit better, look better.
- made Ex.135 There's a Berlei - 'nearest-to-nature' girdle
non-fin. made to your exact size and proportions.
- make Ex.136 So for made-to-measure skirts and knitwear at
(CW) off-the-peg prices - why go to the shops or to
the little dressmaker? ^{1.}

1. Here the writer is attacking private dressmakers, but the compound 'dressmaker' can be a term of approval when used as an attributive elsewhere: "SKYE: A superb Dressmaker sweater featuring a charming picture-frame neckline and three-quarter sleeves."

- has^{2.} Ex.137 It has a gleam you've only met before in the most
finite expensive furs.

2. Of the 47 finites, looking shirtings, all no-nonsense
30 are what the product has or possesses as its
qualities (Ex.137/8)
6 are what shops have for sale (Ex.139)
11 are other uses of have meaning possess.
The semantic equivalent in Text M is the verb contain.

- has Ex.138 Flattering flared skirt has four-gore front and
finite self stiffened belt.
- has Ex.139 But all good fashion shops have it, and they'll
finite be glad to show you how lovely the new fabric is.
- have Ex.140 The only all rubber corset having a full-stretch
non-fin. open-ended zip!

/Ex. 141

/Table 23

<u>See</u>	Ex.141	<u>See</u> the full range of nightwear - in only the finest wool or wool and rayon - at all good stores.
Imp.		
<u>See</u> (Imp.)	Ex. 142	<u>See</u> our elegant Gor-Ray suits and coats too!
<u>See</u>	Ex.143	TODAY in leading stores you can <u>see</u> some of the most fabulous coats ever made (see also Ex.46)
finite		
<u>See</u>	Ex.144	So make a point of <u>seeing</u> the new 'Downies' when you're looking at sweaters of ORLON this Fashion Fortnight.
non-fin.		
<u>Look</u>	Ex.145	<u>Look</u> out now for all the exciting new clothes - knitwear too; they're in all the best shops.
Imp.		
<u>Look</u> (Imp)	Ex.146	<u>Look</u> young, <u>look</u> elegant in Linda leigh
<u>Look</u>	Ex.147	And the exciting thing is - these enchanting hats <u>look</u> much more costly than they really are.
finite		
<u>Look</u>	Ex.148	Dreamy <u>looking</u> , relaxed, yet ready for anything that goes (committee meeting here, cocktails there, theatre maybe) in the luxurious warmth of soft, rich embossed Courtelle pile.
non-fin.		
<u>Look</u>	Ex.149	'Terylene' makes wash-and-wash 'Crimplenes' jersey for for the one, alert- <u>looking</u> shirtings, all no-nonsense and efficiency for the other.
(CW)		

Notice that in contrast to Text M, Text C's imperatives are 'see' and 'look'. Text M asks its prospective clients to consume (take) the product whereas Text C is content to ask clients to examine (see) theirs.

2.3.6. Verbals in Common (ii)

What has been said in 2.2.8. about adjectives applies equally to the verbals for as the specific meaning of the texts diverge, the characteristic vocabularies have less in common with each other and more in common with the lower range of frequencies (1 to 9). In Table 21, the occurrences in common roughly corresponded to the relative proportions of the verbals in the characteristic vocabularies but in the tables that follow are 4.6:1 in Text M and 5.9:1 in Text C.

/Table 23

Table 23: Showing the characteristic verbals in Text M in common with the 1 to 9 items in Text C.

TEXT M							TEXT C				
	Verbals	Total	Fin.	Imp.	Non-fin	Other	Total	Fin.	Imp.	Non-fin	Other
1.	bring	32	18	-	14	-	4	3	1	-	-
2.	do	29	21	-	8	-	6	5	-	1	-
3.	try	27	9	13	5	-	5	1	3	1	-
4.	need	26	26	-	-	-	7	7	-	-	-
5.	start	26	11	14	1	-	4	3	1	-	-
6.	soothe	21	12	1	5	3	1	-	-	-	1
7.	cause	19	12	-	6	1	1	-	-	1	-
8.	build	17	6	-	6	5	5	-	-	3	2
9.	stop	16	11	-	5	-	2	-	-	-	2
10.	say	14	10	2	2	-	6	6	-	-	-
11.	sleep	14	8	-	6	-	1	-	1	-	-
12.	enjoy	13	4	5	4	-	5	5	-	-	-
13.	put	13	7	3	3	-	8	5	-	3	-
14.	breathe	11	3	3	5	-	3	3	-	-	-
15.	last	11	5	-	-	6	5	2	-	1	2
16.	lose	11	8	-	-	3	3	2	1	-	-
17.	become	10	9	-	1	-	1	-	-	1	-
18.	tire	10	2	-	3	5	2	-	-	1	1
	(x 17.8)	320	182	41	74	23	69	42	7	12	8

Those examples in Text M above which have 1 or 2 in Text C can be regarded as more characteristic of Text M's E-Type verbs (soothe, cause, sleep, become, tire) than the items which have higher figures in common (do, bring, try, need, start, build, say, enjoy, put, last). One example of each extreme will suffice to illustrate the divergence of meaning referred to earlier. The difference which now appears /Text M soothe proportions between Finite Verbs and Other.

Soothe

Text M Ex.150 Their mild action soon soothes tummy upsets.

Text C Ex.151 Expert staff give you the personal attention you need, and soft music provides a soothing background while you see our new creations of elegant maternity wear, lingerie, bras and girdles - exclusive to us because they're made in our workrooms. (cf: with Examples 143 (see) and 131 (made)).

In Example 150 to soothe is a regular feature of Text M which is to offer relief, but in Example 151, soothing is perhaps a freak occurrence in Text C.

Table 24: Showing the characteristic verbals of Text C in common with the 1 to 9 items of Text M.

TEXT CTEXT M

	Verbals	Total	Fin.	Imp.	Non-fin.	Other	Total	Fin.	Imp.	Non-fin.	Other
1.	wear	50	24	1	16	9	2	1	-	1	-
2.	send	29	1	20	7	1	4	-	4	-	-
3.	come	24	19	4	1	-	6	6	-	-	-
4.	wash	24	9	1	5	9	2	-	2	-	-
5.	brushed	14	1	-	-	13	8	2	2	4	-
6.	cut	11	7	-	2	2	2	1	1	-	-
7.	exciting	10	-	-	-	10	1	-	-	-	1
8.	leading	10	-	-	-	10	4	1	1	1	1
	(x 21.5)	172	61	26	31	54	29	11	10	6	2

It is at this point that the two texts begin to reveal their stylistic differences. It will be recalled that Text M has substantially more finite verbs (reflected in the smaller number of Minor Sentences) than Text C (reflected in the greater number of Minor Sentences) but that Text C has a greater number of verbal attributives and items in compound words. The difference which now appears is that of the proportions between Finite Verbs and Other.

Table 23: Showing the 16 items in the characteristic vocabulary of Texts which occur only in Text M.

In Table 23 (Text M) the proportion is 182:23 (7.9:1) ^{1.}

1. The corresponding proportions for Tables 20 are

Text M: 35:1 ; Text C: 8.2:1

but in Table 24 above the proportions is 61:54 (1.1:1). In other words there are substantially more items in Other in Text C for the same kind of analysis.

The extreme examples will suffice to illustrate the divergence of meaning.

Text C

- Wear Ex.152 Just what do you wear when the weather turns cold,
finite really cold,
Wear Ex.153 In lightweight tweed, to wear now and under furs later.
non-fin.
Worn Ex.154 No roll over or ride up when worn without stockings.
non-fin.
Wear(CW) Ex.155 To wash-and-wear?

Text M

- Wear Ex.156 Today, false teeth are so well made that no one need
finite know that you wear them.
Wear Ex.157 More people like to wear their dentures overnight.
non-fin.

In Text C, wear is an expected verb for clothing and is also an important noun. In Text M, this verb occurs only in 2 advertisements for a paste designed to anchor false teeth to the gums. Examples are:

relieve, suffer, heal, fight, kill, restore. These are 2.3.9. Characteristic Verbals which are not Common (iii)

As with adjectives (2.2.9.), the point at which the characteristic vocabulary is most specific to a text occurs in the lower rather than the higher frequencies. In Table 21 of the characteristic verbals in common, the average frequency is 32 and 24. In the tables to follow, the frequencies are less, 16.3 and 14.2.

/Table 25

2. The Text C equivalent here is has because it is more concerned with the external detail of clothing whereas Text M is concerned almost entirely with the chemical composition of its product.

Table 25: Showing the 16 items in the characteristic vocabulary of verbals which occur only in Text M.

	Verbal	Total	Finite	Imp.	Non-fin.	Other
1.	help	49	44	-	5	-
2.	contain	33	27	-	6	-
3.	relieve	31	18	-	12	1
4.	suffer	24	19	3	2	-
5.	work	19	14	-	5	-
6.	clear	18	10	3	5	-
7.	act	15	8	2	2	3
8.	heal	14	6	-	7	1
9.	clean	13	12	-	1	-
10.	clogged ^{1.}	13	2	-	-	11
11.	balanced	11	2	-	1	8
12.	fight	11	8	-	1	2
13.	kill	11	8	-	1	2
14.	recommend	11	9	-	2	-
15.	restore	11	8	1	2	-
16.	begin	10	9	-	1	-
	(x16.3)	294	204	9	53	28

1. Note that the -ed forms are retained because all the finites are passive-type constructions. This also applies to Table 26.

It should be clear that the above items are the expected ones in Text M and most of them would hardly occur in Text C. Examples are:- help, relieve, suffer, heal, clogged, fight, kill, restore. These are obviously Type E words in Text M. Some examples will suffice to show their exclusiveness to Text M.

help Ex.158 This treatment helps your body to rid itself of a cold in a very short time.

contain ^{2.} Ex.159 Secondly, Macleans contain a special ingredient that keeps discomfort away.

2. The Text C equivalent here is has because it is more concerned with the external detail of clothing whereas Text M is concerned almost entirely with the chemical composition of its product.

Relieve Ex.160 Remember, if Rennies don't relieve your indigestion it's time you saw your doctor.

Suffer Ex.161 When acid indigestion is giving you trouble, don't just suffer in silence, just take TUMS.

While items like relieve, suffer, heal, clogged, fight and kill are understandably absent from Text C, it is not clear why help, act, recommend, restore and begin are. 1.

1. The explanation may be found in the following concoction which employs all of these verbs in an imaginary Text C advertisement:- "Restore your good appearance, act at once and let us help you to choose a pretty dress, one recommended by fashion models. If you wear our dresses you will soon begin to look your attractive self again.

Table 26: Showing 12 items in the Characteristic Vocabulary of the Verbals which occur only in Text C.

	Verbals	Total	Finite	Imper.	Non-fin.	Other
1.	chose	24	10	9	5	-
2.	matched/ing	23	2	-	8	13
3.	tailored	17	-	-	8	9
4.	fitted	15	3	-	6	6
5.	designed	14	7	-	3	4
6.	woven	14	1	-	4	12
7.	lined	13	2	-	7	4
8.	illustrated	11	-	-	6	5
9.	drip	10	-	-	-	10
10.	embroidered	10	-	-	2	8
11.	fashioned	10	1	-	5	4
12.	state	10	-	8	2	-
	(x 14.2)	171	26	17	53	75

Notice that the stylistic difference which began to appear in Table 24 has become more extreme in its proportions. In Table 25 (Text M) the proportion of Finite verbs to Other is 204:28 (7.7:1) whereas in Table 26 it is now 26:75 (1:2.9). Furthermore, the non-finites of Table 26 are clearly more closely related to Other than to the Finite Verbs which is not the case with the finites in Table 25. It seems therefore that the non-finites (including the non-finites in Other)¹ express the most specific aspects of the verbals in Text C.

1. Adding these together and comparing them with finites as a percentage of the total occurrences:-

Table 27: Showing the totals of the items in Tables 25 & 26.

	Finities	Imperatives	Non-finites
Text M	204	9	81
%	67.8%	3.0%	29.1%
Text C	26	17	128
%	15.2%	9.9%	74.9%

Some examples will suffice to show this exclusiveness:-

Matching Ex.162 For example, one famous house offers an amazing range
non-fin. of eight different garments - all matching, all available in six heavenly colours, all made with easy-care, easy-washing ORLON.

Matching Ex.163 Add to it whenever you wish and soon you'll have a
(At.) matching set in each enchanting colour.

Match Ex.164 Peter Saunders says "Just compare with shop prices for
(CW) made-to-measure skirts and colour-matched knitwear

Tailored ex.165 Tailored in Brushed Rayon Melange - looks like Jersey
non-fin. Wool - is comfortable and warm to wear.

Tailored Ex.166 The tailored blouse is slightly pouched to give a
(At.) blouse effect, and the arrow-slim skirt is half lined.

/Tailored Ex. 167

Furthermore, as in adjectives, this is where the two texts approach

/closest is

tailored Ex.167 Extract: wearable, admirable, sittable, loungeable,
(CW) sleek, top-tailored smart skirt.

As with Table 25, there are certain items which are unmistakably Type E;- matched, tailored, fitted, woven, lined, drip (as in drip-dry fabric), embroidered and fashioned. Two items remain to be explained: chose and state. An example of each will suffice:-

choose Ex.168 Come in and choose from these famous names KASHMORE,
Imp. ALEXON, HARELLA and others.

state Ex.169 Please state alternative colour choice when ordering.
Imp.

We noted that the verb help does not occur in Text C. Similarly, we note that the verb choose does not occur in Text M. ^{1.}

1. It is interesting to note that help does not occur as a noun item in Text C, and the same is true of choice in Text M.

The explanation is that women have to have a choice of clothes, colours, sizes, materials etc and this is unavoidable in the selling of clothes but why not in Text M? The exhortation to choose is perhaps unlikely in Text M if only because it would raise doubts.

The verb state is a different matter. Many of the large stores handle mail order enquiries hence the example above. There is perhaps something coldly businesslike about this word which would make it an unlikely item in the repertoire of Text M which seem to have a less interested audience.

2.3.10. Summary. The characteristic verbals resembled the adjective in that items in common (i) constituted the largest part of the vocabulary. ^{2.}

2. See Tables 8A and 8B

Furthermore, as in adjectives, this is where the two texts approach
/closest in

closest in similarity of language, similarity not only of items in common but also of frequencies in common. There were five items in common within the first 8 places of Table 21¹ but in spite of this,

1. Examples: feel, give, make, go, keep.

the order of frequency varies sufficiently to enable the overall meanings of the texts to be differentiated.

In Tables 23 and 24, the same kind of contrast was made except ^{that} the characteristic was compared with the less-characteristic items. The proportions between these items is more extreme than in Table 20.

In Tables 25 and 26, where the smallest proportions of the characteristic vocabulary occurs, these were contrasted on the basis of their complete unlikeness. As in adjectives, many of these items were shown to be specifically related to the subject matter of the texts i.e. they approached nouns in their specificity.

Finally, it was stated earlier that the purposes of the texts could be contrasted on the basis of their imperatives alone. In support of this contention, here are the first six frequencies of the texts:-

Table 28: The first 6 frequencies of Imperative items compared.

TEXT M			TEXT C		
Total	Imper.	Verb	Total	Imperf	Verb
98	21	take	39	25	see
71	21	get	29	20	send
28	14	keep	14	13	write
26	14	start	10	10	ask
27	13	try	24	9	choose
13	10	ask	37	9	look
13	8	buy	10	8	state
276	101		163	94	

1.

1. Note that only the verb 'ask' is common to the frequent items above.

The difference in verbal meaning can be understood from the following concoctions ^{1.} which are unreal to the extent that all of these

1. These are my own concoctions which I have drawn from the material and altered slightly to suit the paragraphs below. I have ignored the rare imperatives which may be used to attract the attention of the reader as in the following example in Text M:-

"If there's room for improvement in your face and figure, consider this."

verbals are very unlikely to occur in such a sequence in one paragraph:-

Text M

Quick! Take Dr. Holford's Tablets and get sure relief from discomfort. Be prepared, always keep a bottle handy in the house. Better still, many sufferers benefit from our health salts so start our special course today. Why suffer unnecessary pain - try our sample offer for your troubles tonight. Ask your chemist for Dr. Holford's. Buy an economy size bottle now.

Text C

See the collection of coats, suits, skirts and rainwear at GLORIANA'S. If you can't call personally, send for our illustrated catalogue or write and ask for details of our easy-payment scheme. Choose your own style from our selection - look your most glamorous in our most glamorous! We give prompt attention to mail enquiries. Please state size and colour preferences.

It is interesting to compare the above imperatives with the first six frequencies which I have extracted from Leech's discussion of these on pp 77 to 79. The frequencies given in the following table have been adjusted for size of sample.

/table 29

Table 29: Comparing the six most frequent Imperatives in the present material with those in Television material.

TEXT M		TEXT C		TELEVISION	
40	take	46	see	56	get
40	get	37	send	43	look
26	keep	25	write	26	see
26	start	18	ask	17	give
25	try	17	choose	17	have
19	ask	17	look	16	try
15	buy	15	state	15	let
191		175		190	

It is worth noting:-

(a) that television material which presumably has elements of the sales techniques of Text M and Text C, has more items in common with these texts than they have with each other.

(b) that the sizes of the six most frequent items are fairly close at the top end of their vocabularies. The proportions of the total occurrences of imperatives on the same basis as the above table are:-

<u>Text M</u>	<u>Text C</u>	<u>Television</u>
416 (220)	320 (173)	530

The higher proportions of Imperatives in Television can be related to the higher number of advertisements it has, 617 as to 241 in the present sample. Nearly every advertisement has imperatives. 1.

1. It can safely be asserted that the whole purpose of an advertisement is to act as a persuasive environment for the naked persuasion of the imperative verb.

What is surprising is that the proportional increase in imperatives between, say, Text M and Television is less than the increase in advertisements. This suggests that there are less imperatives per advertisement in the television material i.e. there are 86 per 100 in Television as against 192 per 100 in Text M and 136 per 100 in Text C

3.1. Parallel Forms in Lexis - Statistical

Introduction: So far I have considered lexis as if it were composed of only three non-parallel classes - nouns, adjectives and verbals. For descriptive reasons, these classes had first to be described separately but the consequence of this procedure is that it ignores items in common between different classes e.g. the verb act in Text M and the adjective active in Text C. There would undoubtedly have been more items in common as the total lexis is considerably smaller than that given in Table 7 but the increase would be too small to invalidate the discussion in Section II.

3.2. The parallel forms were collected in four sets of tables which provide all the possible combinations of the three classes:-

i) Nouns...Adjectives...Verbal As expected, this table would list the item which occupies three positions^{1.} on the class axis:-

1. It will be recalled that Adjectives conflates both adjectives and items from Adverbs. For purposes of comparison, there are too few adverbs for a satisfactory four class table to be set up. Nouns outnumber adjectives and verbals by 2:1 and adjectives, in turn, outnumber adverbs by at least 4:1.

The items marked * are common to both tables. Note that those in Text M are for all four classes i.e. all four classes are in common. All of these items are from the characteristic vocabulary.

loveliness.....lovely
shapeliness.....shapely.

TEXT MNounAdjectiveVerbal

4 ability	4 able	3 enable
32 action	12 active	15 act
19 comfort*	5 comfortable(y)	1 comforting
2 ease*	24 easy(ily)	6 eases
2 freedom	28 free(ly)	1 free
17 irritation	3 irritable	6 irritate
3 protection	6 protective	5 protect
1 safety	26 safe(ly)	1 save
29 trouble	1 troublesome	2 troubled
4 tension	2 tense	1 tensed (up)

TEXT CNounAdjectiveVerbal

1 admiration	1 admirable	3 admire
8 care	5 careful(ly)	2 care
2 creation	1 creative	5 create
82 fashion	12 fashionable(y)	10 fashioned
2 glamour	8 glamorous(ly)	1 glamorise
2 love	30 lovely	9 love
8 payment	1 payable	9 pay
20 shape	1 shapely	6 shapes
3 slimness*	15 slim	9 slim
7 sleeve	1 sleeveless	2 sleeved

Of the above examples, two in Text C illustrate one of the problems encountered in the material: that certain lexical items which seem the same may well prove to be independent or belonging to a separate set e.g. lovely and shapely. For simplicity, I have included these two in the sets above though they would appear to belong to a two-set paradigm i.e. noun and adjective:-

loveliness.....lovely
shapeliness.....shapely.

The first two would still belong to the larger set represented by: love, lovable, love though the connection could be considered as historical. Fortunately such items are a very small proportion in the present material. Their proper treatment belongs to the large untouched area of class sets which could be studied by informant/computer work but is obviously beyond the scope of this thesis.

The type of items is generally closely related to the type of material in which they are found. It is not difficult to recognise the semantic nature of the two texts from the above examples e.g. irritation for Text M and fashion for Text C.

ii) Nouns.....Adjectives. This table lists the two-position items.

<u>Text M -</u>	<u>Nouns</u>	<u>Adjectives</u>
	76 pain	5 painful
	47 day	6 daily
	26 health	19 healthy
	8 regularity	18 regular
	10 rheumatism	15 rheumatic
	10 muscle	7 muscular
	11 science	6 scientific
	6 power	10 powerful

<u>Text C -</u>	<u>Nouns</u>	<u>Adjectives</u>
	14 warmth	45 warm
	2 softness	40 soft
	9 freedom	34 free
	23 length	25 long
	14 perfection	17 perfect(ly)
	6 beauth	22 beautiful(ly)
	8 luxury	15 luxurious
	9 nature*	8 natural(ly)

/iii) Nouns...Verbals

iii) Nouns....Verbals. This table lists the two-position items.

<u>Text M:</u>	<u>Nouns</u>	<u>Verbals</u>
	71 relief	31 relieve
	14 help	49 help
	6 feeling	49 feel
	10 use	34 use
	18 sufferers	24 suffer
	15 work	19 work
	11 sleep	14 sleep
	3 cause	19 caused

<u>Text C:</u>	<u>Nouns</u>	<u>Verbals</u>
Class Axis	15 maker	82 make
Noun...Adjective...Verbal	37 look	37 look
Noun...Adjective	33 knit	9 knitted
Noun...Verbal	15 feel	19 feel
Adjective...Verbal	17 waist	6 -waisted
Total Parallels (1)	15 control(ler)	5 control
	9 cut	11 cut
Non-parallel (all) (2)	11 pleat	4 pleated

iv) Adjective....Verbals. As will be seen in the table to follow, these sets are the smallest group:-

<u>Text M:</u>	<u>Adjective..</u>	<u>Verbal</u>
Class Axis	1 agreeable	3 agree
Noun...Adjective...Verbal	9 clear	18 clear
Noun...Adjective	6 fresh	1 freshen
Noun...Verbal	3 harmful	2 harm
Adjective...Verbal	43 new	2 renew
Total Parallels (1)	2 tasteless	7 taste
	3 worse	1 worsen
Non-parallel (all) (2)		
Totals (1) & (2)		

/Text C

3.4. Text C - Adjectives Verbal

1 unbeatable	1 beat
1 adorable	1 adore
11 complete(ly)	2 complete
23 double(ly)	2 double
12 dry	3 dry
5 slender	3 slenderises
16 smooth	5 smooth

3.3. The following table sets out the parallel forms in the order given above:-

Table 30A: Showing parallel forms in Lexis.

TEXT M		OCCURRENCES			
Class Axis	Items	Nouns	Adjec.	Verbal	Total
Noun...Adjec...Verbal	34	320	251	141	712
Noun...Adjective	83	588	383		971
Noun...Verbal	142	724		951	1675
Adjective...Verbal	23		98	70	168
Total Parallels: (1)	282	1632	732	1162	3526
%	21.9	45.4	49.1	54.5	48.8
Non-parallels(all) (2)	1005	1963	757	972	3692
%	78.1	54.6	50.9	45.5	51.2
Totals (1) & (2)	1287	3595	1489	2134	7218
%	100.0	100.0	100.0	100.0	100.0

TEXT C		OCCURRENCES			
Class Axis	Items	Nouns	Adjec.	Verbal	Total
Noun...Adjec...Verbal	44	506	219	249	974
Noun...Adjective	90	432	701		1133
Noun...Verbal	122	772		704	1476
Adjective...Verbal	25		100	51	151
Total Parallels (1)	281	1710	1020	1004	3734
%	21.9	43.8	55.6	61.0	50.6
Non-parallels (All) (2)	1005	2193	816	642	3651
%	78.1	56.2	44.4	39.0	49.4
Totals (1) & (2)	1286	3903	1836	1646	7385
%	100.0	100.0	100.0	100.0	100.0

3.4. It is worth noting that the final lexis of the texts is almost exactly the same size though it should be remembered at this point that Text C would be larger if the colour vocabulary (114 items occurring in series) were included. Text M and C are otherwise fairly close in their proportions, the differences which do occur can be attributed to the different proportions of the lexical vocabulary first seen in Table 2. ^{1.}

1. The most obvious of these differences were:-

Text M - had more finite verbs

less adjectives

Text C - had less finite verbs

more adjectives

more compound words.

3.5. The most important similarity, but one which could be misleadingly interpreted, is the set, Nouns....Verbal which appears as the largest two-set proportion as contrasted with Adjective....Verbal which appears as the smallest proportion. That Nouns....Verbals is the highest proportion is not altogether unexpected for English, especially the vocabulary of advertising, has many simple lexical items which require no morphological change to operate as either noun or verb when in the syntactic positions of these classes e.g. ache/ache; help/help; look/look; need/need; use/use; work/work etc. I shall now show that in the present material, there are many more of these items in Nouns....Verbals than in either NounsAdjectives or Adjectives....Verbals.

The proportions of the parallel sets in Table 30A are qualified by Table 30B which is intended to show how the proportions of all parallel sets compare with the proportions of the no-morphological-change-items. This table has a number of simplifications which does detract from the value of the observation to be made from it. These are:-

a) Instead of the four parallel sets of Table 30A, there are now only three two-set items. The items in Nouns....Adjectives....Verbals /have been added

Table 30B: Showing the distribution of no-change morphological items in Table 30A.

have been added into their corresponding two-set parallels e.g. in Text M the 57 Adjectives....Verbals now represent the 23 Adjectives.... Verbal and the 34 items from Nouns....Adjectives....Verbal.

b) I have ignored three items which occur only in Text C's three-set parallels because the effect of inclusion will be to count each item three times instead of once. The examples are:-

	<u>Nouns</u>	<u>Adjectives</u>	<u>Verbals</u>
2. Nouns	4 top	9 top	3 top
	4 trim	2 trim	9 trim
3. Adjective	6 set	1 set	3 set

c) I have confined the counting to strictly no-change items in that I have ignored -ing form Nouns, when without the -ing, these could not exist as Nouns. I have also ignored all past participles of the kind bloused (Text C) on the grounds that it does not exist as the active verb blouse. There are 28 of these in Text C as against 4 in Text M, a feature which has been discussed in section 1.2.8. In short, the items counted are of the noun fight, verb fight or adjective smooth, verb smooth kind.

d) I have ignored instances where adjectives function as noun heads by means of the as in the beautiful on the grounds that almost any adjective can function in this way. There are 3 instances in Text M as against 12 in Text C (see adjectives). There were no instances of past participles of the kind accused in the accused.

e) Only the actual occurrences of two-set parallels are counted in this table e.g. in Text C, I count the adjective dry and the verb dry but have ignored the potentiality of any item which has no parallels.

/Table 30B

reveal that the tendency towards morphological change is greater in the latter two classes. In the absence of any comparative studies of other registers of English, it is not possible to say with any certainty that this is true of English as a whole.

Table 30B: Showing the distribution of no-change morphological items in Table 30A.

	Two-Set Parallels	TEXT M		TEXT C	
		All items	No-change items	All items	No-change items
1.	Nouns...Verbal %	176 50.3	69 76.7	166 45.6	86 82.7
2.	Nouns...Adjective %	117 33.4	11 12.2	134 36.3	10 9.6
3.	Adjective...Verbal %	57 16.3	10 11.1	69 18.7	8 7.7
4.	Totals %	350 100.0	90 100.0	369 100.0	104 100.0

In the above table it will be noted that No. 1. has the largest proportion of no-change items and that 2. has the lowest proportion. The proportions are readily seen if all items are made equal to 1. i.e. 176 and 166. Adjusting the proportions of 2. and 3. accordingly, the proportions of the no-change items can be compared:-

	<u>Text M</u>		<u>Text C</u>
176(1)	69	166(1)	86
176(2)	16	166(2)	12
176(3)	<u>31</u>	166(3)	<u>19</u>
	<u>116</u>		<u>117</u>

The statistical evidence of Table 30B suggests that the resistance to an item passing from one class to another without change is greatest between the class of noun and adjectives. In other words, the texts reveal that the tendency towards morphological change is greatest between the latter two classes. In the absence of any comparative studies of other registers of English, it is not possible to say with any certainty that this is true of English as a whole.

Table 30A after accounting for all Parallel Forms

3.6. The most important difference in Table 30A is that to be observed in the three-set Nouns....Adjectives....Verbals. Notice that Text C has 44 as against Text M's 34. I attribute this mainly to the greater homogeneity of Text C which, as we have already seen, is reflected in the B sections of Tables 3, 4 and 5. It will be recalled that, no matter what proportions the total items were, Text C always had the greater number where the item occurred in all three Divisions, the best example being the nouns where Text C had 41 as against Text M's 27 combinations of Hd....At....CW.

3.7. The actual size of the vocabulary is remarkable when its distribution into the various frequencies is examined. Although the vocabulary is small (1287 and 1286) it is in practice even more restricted by the disproportionate use of the vocabulary. 1.

1. As two examples among many, look at Examples 175 and 179. The first has six frequent items (soft, wear, easy, wash, look, pleasant) in a 13-word sentence. The second has eight frequent items (family, man, recommended, active, life, free, rheumatic, pain) in a 19-word sentence. ~~The two sentences reduced to lexical items become 6-word and 12-word 'groups'.~~

The following table shows the relationship of the total characteristic vocabulary to the rest of the vocabulary.

Totals	1286	1603	1836	16 / Table 31.	
	100.0	100.0	100.0	100.0	100.0

3.2.8. In comparison with Table 7 which detailed the lexis as if it had no parallel forms, the chief difference is the reduction of the vocabulary from 1603 & 1611 to 1287 & 1286. The small increase in the characteristic vocabulary above and in the total occurrences is due /to the fact

Table 31: Showing Lexis after accounting for all Parallel Forms

TEXT M		OCCURRENCES			
Frequency of Vocabulary	Items	Nouns	Adjec.	Verbal	Total
"Characteristic" 10+	187	2166	741	1324	4231
%	14.5	60.3	49.7	62.0	58.6
From 2 to 9	622	1183	641	685	2509
%	48.4	32.9	43.1	32.1	34.8
Once only	478	246	107	125	478
%	37.1	6.8	7.2	5.9	6.6
Totals	1287	3595	1489	2134	7218
%	100.0	100.0	100.0	100.0	100.0

TEXT C		OCCURRENCES			
Frequency of Vocabulary	Items	Nouns	Adjec,	Verbal	Total
"Characteristic" 10+	191	2509	1084	995	4588
%	14.8	64.3	59.0	60.4	62.1
From 2 to 9	578	1121	644	515	2280
%	45.0	28.7	35.1	31.3	30.9
Once only	517	273	108	136	517
%	40.2	7.0	5.9	8.3	7.0
Totals	1286	3903	1836	1646	7385
%	100.0	100.0	100.0	100.0	100.0

3.1.8. In comparison with Table 7 which detailed the lexis as if it had no parallel forms, the chief difference is the reduction of the vocabulary from 1603 & 1611 to 1287 & 1286. The small increase in the characteristic vocabulary above and in the total occurrences is due /to the fact

to the fact that most of the parallel forms were frequent items. The best way of establishing this is to show what proportion of the parallel forms given by Table 30 are inside the characteristic vocabulary of Table 31. The table to follow divides the vocabulary and occurrences into two parts: (1) inside the characteristic vocabulary and (2) outside of it i.e. in less frequent items.

Table 32: Showing proportions of the parallel forms occurring inside characteristic vocabulary of Table 31.

Text M

		OCCURRENCES			
	Items	Nouns	Adjec.	Verbal	Total
Inside Table 31 10+	110	1288	567	883	2738
%	39.0	78.9	77.5	76.0	77.7
Outside Table 31 10+	172	344	165	279	788
%	61.0	21.1	22.5	24.0	22.3
Totals	282	1632	732	1162	3526
%	100.0	100.0	100.0	100.0	100.0

TEXT O

		OCCURRENCES			
	Items	Nouns	Adjec.	Verbal	Total
Inside Table 31 10+	106	1390	817	763	2970
%	37.7	81.3	80.1	76.0	79.6
Outside Table 31 10+	175	320	203	241	764
%	62.3	18.7	19.9	24.0	20.4
Totals	281	1710	1020	1004	3734
%	100.0	100.0	100.0	100.0	100.0

It should be clear that over three quarters of the parallel occurrences are to be found inside the characteristic vocabulary so that parallelism could be said to be a function of frequency.

/There are 172

easily Ex.172 If you're always headachy, not sleeping soundly,
 (adverb) There are however two forces operating against parallelism by frequency; the first is a grammatical restriction i.e. an item may be restricted to one or two points on the class axis; ^{1.} the second is

(verb) 1. As in the example of the noun fight and the verb fight.
 There is no adjective form possible here e.g. fightable or
 4.1.3. fighty etc. The function of adjectives in the attributive
 is taken by the participles, notably the present participle
 (noun) fighting as in a fighting mood.

a semantic opposition which will be discussed in detail after examples have been given of the various parallels.

4.1.1. Examples of parallel forms of Lexis

I shall confine the examples to the three/four-set parallels as I consider these sufficient exemplification of a process which forms a very important part of the linguistic technique to be discussed in Section 5.
Examples of the parallel: Nouns....Adjective....Verbal

First I shall give examples of one of the four-class items which are in common. These illustrate the idea behind all copywriting, namely, that effortlessness or escape from effort or discomfort is a desirable quality for a product to have. The example from both sets is ease/easy/easily/ease.

4.1.2. Text M - the lexical item 'ease'

ease Ex.170 "Moorlands are easy to take...they bring such quick,
 (noun) sure ease and comfort" (cf Example 61). ^{2.}

2. Note also that this item occurs as an adjective in the same sentence.

easy Ex.171 But it can be just as easy to do something about it -
 (adjec.) and recapture all your joy in living!

/Easily Ex.172

easily Ex.172 If you're always headachy, not sleeping soundly,
(adverb) growing irritable and easily depressed it is proof
your nerves are suffering under the strain (cf Ex.65)

ease Ex.173 Ease the strain of modern living with BEMAX every
(verb) day. (Headline)

4.1.3. Text C - the lexical item 'ease'

ease Ex.174 The dress opens to the waist and has ample zip
(noun) fastener in side seam for ease in putting on.
(Advertisement for fuller figure) (Caption). 1.

1. Note the omission of cataphoric articles for fastener and seam and the pronoun (it) complement of putting on. This is typical of Text C captions.

easy Ex.175 Soft and pleasant to wear and so easy to wash and
(adjec.) look after. 2.

2. Note that with the exception of pleasant which is a frequent item in Text M only, all the lexical items in this sentence are frequent (10+) in Text C. In one sentence we find sufficient items to provide a synopsis of clothing advertisements.

easily Ex.176 Zips on and off so easily. (Corset)
(adverb)

ease Ex.177 ELBEO Supp-hose gives you new legs//their breath-
(verb) taking hug eases and shapes busy legs (Headlines 1 & 2)

As a contrast I shall list examples of three distinctive items from each text.

Irritable Ex.186 That's why Dermoloids with 11-nocaine ease the pain
(adverb) and irritation so quickly. /4.1.4.

Irritable Ex.187 When you're run down, nervous, irritable, depressed.
(adverb) (Headline)

Irritable Ex.188 This ointment is a powerful irritant to the skin.
(adverb) (Headline) /Irritate Ex. 185

4.1.4. Text M - The lexical item 'act'Action
(noun)Ex.178 It gives almost a natural action, without griping or irritation.Active
(adjec.)Ex.179 Mr Tite, a family man, was recommended Fynnon Salt, and now leads an active life free from rheumatic pain.Act
(verb)Ex.180 Act promptly when you get these symptoms: sneezing, a dry throat, pain behind your eyes, a sudden feverish shiver - these are all warning enough to take Beecham's Powders right away.

imperative

Act
(verb)Ex.181 Wherever you are affected... back, shoulders, arms, legs or neck... Viodox will search out the affected part and act quickly. ¹

1. Note the use of 'affected'.Note that there are no adverb -ly forms, actively.Medication
(noun)Ex.182 Clogged pore drains - Clearasil medication encourages healthy smooth skin.Medical
(adjec.)Ex.183 Medical science lengthens our lives - we can enjoy our extra years!Medically
(adverb)Ex.184 Medically your blood lacks the haemoglobin which carries energy-giving oxygen to the heart and lungs. ²

2. This example has already been used for 'giving' in 'energy-giving' See Ex. 130.Medicated
(verbal)Ex.185 Medicated Foot Cream 3/7 a jar. (Part of list in bottom headline). ³

3. This is a typical formulaic minor sentence.Irritation
(noun)Ex.186 That's why Germoloids with lignocaine ease the pain and irritation so quickly.Irritable
(adjec.)Ex.187 When you're run down, nervy, irritable, depressed.

(Headline)

This example is a characteristic /Irritate Ex. 188

expressing its opposite meaning.

irritate Ex.188 Waste impurities and bacteria often irritate
(verb) delicate passages from the kidneys.

Note that there are no adverb forms irritably!

4.1.5. Text C

wear Ex.189 For lounging...for under-the-skirt wear at
(noun) gay parties and dances...for speeding on your
Ex.199 scooter.

wearable Ex.190 So washable show-off-able Bairnswearable.
(adjec.) (Headline)

wear Ex.191 What does a smart girl wear when it's time to
(verb) put her cottons away? Jersey, of course.

fashion Ex.192 A succession of glamorous evenings - your
(noun) dresses constantly changing in fashion and
colour, your furs a sequence of gorgeous
ermine and mink.

fashionable Ex.193 See the fashionable patch pockets, the
(adjec.) attractive mock saddle-stitching from neck
to hem.

fashionably Ex.194 Fashionably, yet practically, cut with an ample
(adverb) roll collar and two useful pockets.

fashioned Ex.195 These fine lambswool and cashmere classics are
(verb) fashioned by Scottish craftsmen in colours of
incomparable loveliness.

glamour Ex.196 A snowy white Lucca lamb collar, which is
(noun) detachable, adds glamour to this young checked
attention-catcher in black and white tweed.

glamorous Ex.197 Canadian Squirrel is not cheap but treated
(adjec.) lovingly is a glamorous investment. ^{1.}

1. The adjective cheap is not favoured in the texts.
Instead, the euphemism is not expensive or inexpensive.
This example is a characteristic use of negation to
emphasize its opposite meaning.

/glamorously Ex.198

Table 33: Showing the potential of the unused class positions of Table

glamorously Ex.198 She was after a coat for travelling about
(adverb) glamorously and warmly which was why she had to
insist on loden cloth. 1.

1. The use of the simple past tense is very
unusual. This is the only advertisement
which employs it throughout as a tactic.

glamorise Ex.199 Such is the character and charm of Ermine that it
(verbal) cannot fail to glamorise its wearer.

4.2.1. A note on the potential parallels of Table 30A

The preceding examples have all been for the three/four-set parallels: Nouns....Adjectives/Adverbs -ly....Verbals of which there were 34 in Text M and 44 in Text C. I have given the examples of these as if they were characteristic of the whole process but their apparently small proportions suggest that more attention should be paid to the two-set parallels. The question therefore arises, how many of the two-set parallels are potentially three-set. To explore this, each two-set parallel (represented by the blank spaces in the occurrences of Table 30A) was examined for a possible third e.g. in Text M, the two-set sickness (noun)....sick(adjective) requires the verb sicken as its third paradigm. The test of whether such a word as sicken is possible is whether it can be found in a dictionary or not. For the purpose of the table that follows, I chose "The Pocket Oxford Dictionary of Current English" (1957 edition) as being closer to the vocabulary of the texts than "The Shorter Oxford Dictionary". There seem to be very few words, which, to me, are tactically suitable from the copywriting point of view/ Table 33 on the choice of either of the two-set parallels which do exist in the vocabulary of the texts. 1.

1. Two examples will suffice for the moment. In Text M, the lexical item cease occurs as noun and as verb but not as the adjective cessal. In Text C, the lexical item beautify occurs as noun and as adjective but not as the verb beautify.

Table 33: Showing the potential of the unused class positions of Table 30A i.e. those items which can be found in a dictionary.

TEXT M	Noun	Adjec.	Verb	Total
In dictionary	16	44	42	102
%	69.6	31.6	50.6	41.2
Not in dictionary	7	98	41	146
%	30.4	69.0	49.4	58.8
Totals	23	142	83	248
%	100.0	100.0	100.0	100.0

TEXT C	Noun	Adjec.	Verb	Total
In dictionary	13	19	41	73
%	52.0	15.6	45.5	30.8
Not in dictionary	12	103	49	164
%	48.0	84.4	54.5	69.2
Totals	25	122	90	237
%	100.0	100.0	100.0	100.0

4.2.2. Comment

Before discussing Table 33, it should be noted that the existence of a possible paradigm in the dictionary is not the same as saying that such words could be expected in similar material as the present texts. On the contrary, the semantic nature and the morphology of many of the words is such that I doubt whether they would be encountered in similar material. Put in another way, there seem to be very few words, which, to me, are tactically suitable from the copywriting point of view, given the choice of either of the two-set parallels which do exist in the vocabulary of the texts.^{1.}

1. Two examples will suffice for the moment. In Text M, the lexical item cause occurs as noun and as verb but not as the adjective causal. In Text C, the lexical item beauty occurs as noun and as adjective but not as the verb beautify.

The non-use of the words listed as being IN DICTIONARY are evidence to me of a definite linguistic control, the discussion of which forms part of Section 5 where the matter is treated in some detail. In the meantime, I shall simplify the discussion of the above table by assuming that all the dictionary words are unsuitable alternatives to the existing two-set parallels.

In the above table the following points are worth considering:-

i) There are more potential than actual parallels. Each dictionary word supplies the third member for a three-set parallel, so that the total figures IN DICTIONARY represent a corresponding number of these.

<u>Three-set parallels</u>	<u>Text M</u>	<u>Text C</u>
Actual (Table 30A)	34	44
Potential (Table 33)	102	73

The implications of this difference is important for the lexis for it suggests that the semantic purpose of the texts limits the full range of an item along the class axis. Such a limitation would undoubtedly be true of any other written form of English which is purposive; the only question is to what extent will the purpose or intention oppose class variation.

ii) Text M has more potential three-set parallels than Text C which correlates with less actual three-sets than Text C. The implication here is either that the semantic restrictions required for the writing of Text M are more severe than those for Text C or that the semantic nature of the vocabulary of Text M is of such a kind that more of its potential third paradigms are "unsuitable" for the purpose of the text. In other words, there is some feature of the semantic requirements of Text M's vocabulary which inhibits the fuller employment of the parallels which we observe in Text C. This difference between the texts applies particularly to the non-occurring potential adjectives where Text M has twice the number of Text C. Since the choice of these

adjectives is governed by the Noun....Verbal set which, in turn, may be governed by the nouns, 1. the source of the difference may be looked for

1. There are two reasons for this assertion. The first is that in such texts the nouns provide the subject matter which may influence the selection of adjectives and verbals. The second reason is numerical: Nouns outnumber both adjectives and verbals.

in the semantic class of the nouns of the texts. Now we saw in Table 10 (Section 2.1.2.) that Text M's nouns differed from Text C's in being mainly psychological (Category E especially) as opposed to the descriptive (Category D B A). In other words, Text C's subject matter is mainly about clothes and their detail, which may be more real than imaginary. The difference in potential adjectives then would seem to be due to the fact that nouns about clothing tend to be less susceptible to paradigmatic variation 2.

2. The nouns, - coat, blouse, choice, corset, dress, design, girdle, pleat, skirt etc. In certain circumstances, say that of Text C some of these could take the V-ed suffix as does bloused and pleated but have no adjective form except perhaps the colloquial choosy (choice) and dressey (dress) which are as unlikely to be found in similar texts as pricey is. In the characteristic vocabulary of nouns, the two texts differ significantly in the nouns which can take no parallels, apart from the V-ed above. Text M has 17 items (18.7%) and Text C, 31 items (31.3%) of the characteristic vocabulary of 91 and 99 items respectively.

following tables which show what Table 30A would look like if all the potential class positions of the table were employed. 2.

2. What is interesting is that they are not employed and are unlikely to be.

The table is intended only as an illustration and not as a practical possibility within the texts.

than nouns about emotional and physical states of mind and body. ^{1.}

1. The Nouns....Verbal sets in Text M have some interesting non-uses of adjectives.

<u>Nouns</u>	<u>Adjectives</u>	<u>Verbals</u>
6 benefit	(beneficial)	3 benefit
12 body	(bodily)	1 -bodied
1 enjoyment	(enjoyable)	13 enjoy
9 energy	(energetic)	1 energising
14 help	(helpful/less)	49 help
2 love	(lovely/able)	3 love
2 risk	(risky)	2 risk
11 sleep	(sleepless)	14 sleep
1 thought	(thoughtful)	4 think
10 use	(useful/less)	34 use

A product offers help to the sufferer or its powerful ingredients are said to help obtain quick relief but why not say that the product will be helpful with the same meaning as the concoction: "I asked his advice and found him most helpful"? The reason why the adjective form helpful is not used is that it may suggest a partial result rather than a complete one. Similar objections would apply to beneficial and useful.

Consequently Text C has less potential adjectives for its Nouns....
~~Adjective~~
~~Verbal~~ sets.

iii) The difference between the texts may be summarised by the following tables which shows what Table 30A would look like if all the potential class positions of the table were employed. ^{2.}

2. What is interesting is that they are not employed and are unlikely to be.

The table is intended only as an illustration and not as a practical possibility within the texts.

Table 34: Showing the parallel forms of Table 30A adjusted for the additional 3-set parallels of Table 33.

	Class Axis	Text M	Text C
1.	Nouns....Adjec....Verbal	136	117
2.	Nouns....Adjective	41	49
3.	Nouns....Verbal	98	103
4.	Adjective....Verbal	7	12
	Total Parallels	282	281

First an explanation of the above table. Line 1 now represents the sum of the 'actual' and the 'potential' 3-set paradigms, the latter being the 'actual' 2-set parallels plus their IN DICTIONARY words. Lines 2 to 4 now represent the remainder of the 'actual' 2-set parallels which have no potential third. The table is theoretical to the extent that it represents the maximum possible development of the vocabulary inside it.

To sum up, the table suggests that there may be a difference between the grammatical characteristics of the lexis in the texts. Text M would seem to have more grammatical but less semantic freedom of choice than Text C.

So far I have assumed that the 'potential' items were theoretically possible for the purpose of discussion but as we have seen, 'potential' can be equated with an "unsuitable" vocabulary. I also ignored the vocabulary outside of the table and to that extent the arguments have been unreal.¹ Against this, I suggest the size of the parallel

1. Table 34 would have required a larger vocabulary to have made it at all possible. There would have had to be an equal size of vocabulary in each class which is what the use of this table implies.

vocabulary is roughly related to the size of the characteristic vocabulary because of the former's dependence on frequency.

What is most striking about the parallels is not that so few of the potential 3-set positions have been used but rather that most of the non-uses of a third item to complete the set seem to be tactically unsuitable for the present texts. This does suggest that the writers of the texts have thoroughly exploited those class positions which have appropriate meanings for their purpose in writing.

Section 5

LINGUISTIC TECHNIQUE AND LEXIS

5.1.1. Introductory. This section has been made necessary by the developments in the preceding section which compel the view that lexical analysis must take grammar into account because the lexis here does not seem to be indifferent to grammar. It seems to me that it is not enough for the copywriter to possess a vocabulary of words; he must also know the implications of their grammar for the intended meanings of every item he chooses. In short, a good command of this particular register depends on the application of this skill¹. within the

1. The impression I have gained from discussion with copywriters about their work is that their great linguistic skill is largely unconscious in the same way that artistic ability can be unconscious and that it is undoubtedly improved and developed by long practice.

framework of that register. The object of this fifth section is to establish what evidence there is for such an assertion of linguistic control, as doing so will coincide with a review of the analysis so far.

5.1.2. First, as my starting point, I shall use the following table to summarise the direction which the analysis has taken in the preceding sections of this chapter. The table shows how the original vocabulary of words (1) is successively reduced to base-forms: a) within each class of noun, adjective and verbal (2) and b) between all classes (3).

The purpose of the last line (4) is to act as a reminder that the effective or characteristic vocabulary is very much smaller than (3). The importance of (4) to this analysis is that, on average, there are over 3 of its items for each sentence in the texts.

Table 35: Showing a summary of the vocabulary of the texts.

	Vocabulary	TEXT M		TEXT C	
		Items	%	Items	%
1.	Vocabulary of words (Table 1)	1667	100.0	1695	100.0
2.	Vocabulary of lexical base-forms (Table 2)	1603	96.1	1611	95.0
3.	Parallel Base-forms (Table 30A)	1287	77.2	1286	75.9
4.	Vocabulary of 10† * after 3. (Table 31)	187	11.2	191	11.3

(* Accounts for 58.6% (M) and 62.1% (C) of all occurrences)

The table clearly displays an undisputable feature of both texts, that of a limited vocabulary which is used as intensively and extensively as possible

5.1.3. Before discussing the technique employed in the lexis, it is well to recognise the chief weakness of the present lexical analysis: that it has not been possible to undertake the kind of analysis advocated by Dr. M.A.K. Halliday in which he asserts that a study of frequency needs perhaps to be supplemented by an examination of the other items which collocate with a frequent item e.g. the item 'pains' in 'aches and pains'. The reason for this omission is first, that I am undertaking a general analysis covering both grammar and lexis; and secondly, the present sample is far too small in size for a satisfactory analysis of this kind.

—For my present purpose, however, it will be sufficient for me to describe an important aspect of frequency for the analysis of the linguistic technique in lexis, namely, that the more frequent an item is, the closer /it becomes to being

Table 36: Showing the comparative probability of occurrence per 2 sentences of the first 8 prepositions of lexis versus prepositions. it becomes to being a 'closed' item within that text. One of the features which distinguish 'open' (lexis) from 'closed' (grammatical) items is that of the greater frequency of the latter because there is far more limited range of these to choose from, or, to put it another way, their frequency makes them more predictable, the extreme example being 'the' which is the most frequent 'closed' item in both texts and presumably in the English language. 1.

1. Examples of 'closed-system' items from the texts:-

Item	Text M	Item	Text C
the	528	the	544
and	487	and	443
of	308	in	374
a/an	306	of	300
you	295	a/an	297
		you	219

The only items having no choice here are the conjunction and and the pronoun you. There is a choice between the articles a and the and a choice within the prepositions.

To illustrate the "closedness" of the most frequent lexical items, I have taken the first 8 of these and have contrasted them with the first 8 prepositions. I chose 8 for convenience as this is where the two curves meet, the very steep curve for prepositions cuts the long slow curve of lexis here.

/Table 36

Interpretation: In Text M, the lexical item the occurs once per 12.3 sentences as compared with the lexical item you in Text C which occurs in 10 sentences.

Table 36: Showing the comparative probability of occurrence per x sentences of the first 8 frequencies of lexis versus prepositions.

<u>TEXT M</u>			<u>TEXT C</u>		
"open-system" lexis	occur.	once per, x senten.	"open-system" lexis	occur.	once per x sentences
relief/ve/ing	102	12.3	new	136	10.0
(in)take	102	12.3	wear/er/able/ing	110	12.5
pain/ful	81	15.5	wool/lie/len	108	12.7
tablet	73	17.3	fashion/able/y/ed	104	13.2
get	71	17.7	make/r	97	14.2
chemist	68	18.4	colour/ful/ed	91	15.1
help/s	63	19.9	size/d	86	16.0
act/ive/ion	59	21.3	look/ing	74	18.6
8 out of 1287	619		8 out of 1286	806	
"closed-system" prepositions	occur.	once per x senten.	"closed-system" prepositions	occur.	once per x sentences
of	308	4.1	in	374	3.8
in	176	7.1	of	300	4.6
for	170	7.4	for	240	5.7
from	131	9.6	with	167	8.3
with	122	10.3	to	133	10.3
to	105	11.9	at	120	11.5
by	65	19.3	from	103	13.4
at	60	20.5	by	78	17.7
8 out of 33	1137		8 out of 41	1515	
"closed-system" articles		$\frac{1}{x}$	"closed-system" articles		$\frac{1}{x}$
the	528	2.4	the	544	2.5
a/an	306	4.1	a/an	297	4.6
	834			841	

Interpretation: In Text M, the lexical item relief occurs once per 12.3 sentences as compared with the lexical item new in Text C which occurs ^{once} in 10 sentences.

The following points are worth noting:-

i) The lexical items approach towards the probability of the prepositions. The first three lexical items have a frequency close to that of the mid-range of the prepositions in the table. Note that the most frequent preposition is equal to the article a/an in probability.

ii) The first 8 lexical items taken as unit of vocabulary has a probability which exceeds that of the article the.¹ This would

1. I have taken this somewhat unreal unit for the purpose of illustrating what a single product might be like. It should be obvious that its vocabulary will be very much more restricted than that of the texts.

seem to be the limit of probability but it should be remembered that the texts are for various products under the group headings of Patent Medicine and Women's Clothing. If a single product were analysed in a sample of the same size as the texts, there would be less than 8 items for the above occurrences (619 and 806) and it is likely that the fewer items would equal the probability of the most frequent preposition. Two or three items for the above occurrences may not be impossible.

iii) None of the lexis is common whereas all of the prepositions are. This feature of lexis is expected because it provides a synopsis of the subject matter. The "commonness" of the prepositions can logically be expected as one of the defining criteria of "closed-system" items.

iv) Both Text C's vocabularies of lexis and prepositions are more predictable hence of denser frequency than Text M's.

5.1.4. I have shown the limited vocabulary of the texts in Table 35 and its correlative feature, the high predictability of its lexis in order to provide the framework within which the copywriter must work. Any analysis of his linguistic technique must first take into account the restrictive effect of his register. The question remaining is to what extent is the restriction of subject matter responsible for its very restricted vocabulary and to what extent is the register a result of habit, convention or imitation? I shall now have to consider this latter aspect in some detail as it is relevant to this section.

5.1.5. The importance of the guard book to the advertising register

All advertising agencies keep records of previous advertisements which they call guard books, large books in which copies of advertisements are pasted. Records, of course, are a commonplace routine of all undertakings but few businesses use their records as systematically as an agency is likely to. The guard book is of the utmost importance to the copywriter for the following reasons:-

- a) to prevent the accidental repetition of advertisements. Because each product has a very restricted vocabulary, there is always the danger of repeating parts of previous advertisements unknowingly.
- b) To exploit 'successful' advertisements. Repetitions are nearly always deliberate and would have to be justified to the client who also keeps records and who would be quick to detect them. Successful advertisements may be repeated in part or in whole. 1.

1. The sentence "nine out of ten film stars use Lux" has been appearing in Lux toilet soap advertisements ever since the late 1920's.

For every new advertising campaign, the history and the advertisements of past campaigns must be consulted and the time period may be considerable if the product is a long established one.

- c) To provide a basis for varying the permutations, syntactic or otherwise, of the familiar vocabulary of a product. Copywriters may also keep copies of competitive advertisements for a) b) and c).

The importance of the guard book to the maintenance of the register can hardly be exaggerated. It provides a continuity of material for present and future advertisements and is essential for the practice of copywriting. For instance, a copywriter who begins a new job in an agency will have to familiarise himself with the previous advertisements of the product he is to write for. This is not to suggest that the copywriter merely rewrites old advertisements but to stress the dependence /on past records.

on past records. How far a copywriter actually depends on the records is perhaps a measure of his competence.

I suggest that the copywriter has very little lexical freedom and is obliged to operate within the familiar vocabulary of whatever product he is writing for. It is against this background that I wish to discuss his technique in lexis.

5.2.6. Linguistic Technique and Lexis

The technique of exploiting a familiar vocabulary can be divided into three aspects of control, all of which involve grammar, directly or indirectly.

i) A control over where the familiar item will appear on the class axis or the syntactic position of each class e.g. adjective as head or attributive. I shall ^{call} this the control of familiar words.

ii) A control where the familiar item may be compounded to form new words instead of employing unfamiliar lexical items. I shall call this word-making.

iii) The stylistic control implied by i) and ii) in which new words and new collocations may be kept to the minimum. If a new word cannot be avoided, it would be mixed in a familiar collocation or used in a sentence where the familiar words will help to explain the meaning. An example from Text M of the use of the noun head haemoglobin will illustrate this point.

Ex. 200 Listlessness, poor complexion, feeling 'rundown', are signs of undernourished blood and nerves. //Medically your blood (haemo- lacks the haemoglobin which carriss energy-giving oxygen to globin) the heart and lungs//. Iron is the answer, so take DR. WILLIAMS PINK PILLS, the modern blood and nerve tonic.

The writer of the above extract appears to consider haemoglobin ¹.

1. Haemoglobin occurs twice in Text M, one occurrence of which is in the above advertisement.

as possibly unfamiliar to his readers. He has, it seems, used the whole sentence to define the term i.e. haemoglobin is a medical term for the substance in the blood which acts as a carrier for oxygen. The sentence contains four characteristic items of Text M, medically (medical, medicine, etc); blood; energy; giving(give). Note that the attributive compound energy-giving consists of two familiar items and occurs in the relative clause which defines haemoglobin for the reader. Of interest also is the unusual position of medically where syntactically we might have expected the special adjuncts of the class represented by actually or well.

The control of familiar words

There are two considerations which tend to detract from the value of the evidence for control. The first is that what is taken as control or preference may merely be a reflection of the usage of English as a whole i.e. the preferred hence controlled position of the adjective real may be in the attributive. The second is that the statistical evidence here is of such varied quality that I am obliged to select the more substantial aspects and let them represent the technique as a whole. For the purpose of discussion I have divided my somewhat tentative evidence into two sections:-

1) The Class axis of Nouns...Adjectives... Verbals.

This is a brief revision of the non-use not covered by Section 4 (Lexis). The evidence here is represented mainly by Adverbs -ly.

2) Within the plane of a single class.

Here the evidence is almost entirely represented by the statistics of the various syntactic positions of Adjectives.

5.2.1. The Class Axis of Nouns...Adjectives... Verbals.

In Table 33 we saw that 60% (Text M) and 70% (Text C) of the vacant positions of the parallels could not be supplied by referring to a dictionary. The remaining 40% and 30% of the vacant positions could

...None of these are normally used as verbs /be filled
ago, a detergent advertisement on television greatly incensed
the purists of English by using the adjective 'gentle' as a
verb in "I gentle its way through your delicate fabrics."

be filled by words which for various reasons may be regarded as unsuitable for the text. The full extent of the exploitation of the class axis can perhaps be gauged by the following table which is based on the assumption that a 'choice' only becomes possible at two occurrences or more.

Table 37: Showing the actual parallels of Table 30A from 2 upwards ie all once only occurrences have been removed.

	Text M	Text C
Parallel	282	281
No parallels	527	488
Vocabulary +2	809	769

If we now assume that 50% of the no-parallels would form part of a two/three or four set paradigm, then the ratio between these non-uses and the actual parallels would be approximately 1:1. But as the various classes are not in equal distribution, the proportion of non-uses is likely to be less than a ratio of one.

The above proportions of near equality is high enough to suggest that powerful forces are operating along the class axis. The control of an item by the copywriter would seem to be a relatively passive one in which selection by frequency may be subject first to grammatical and then to semantic restriction. In other words, grammar permitting, movement along the class axis may be subject mainly to a semantic restriction imposed by the nature of the texts. Consider the following pair of items which are common to the texts. In the first pair, grammar does not permit a verb form of 'happy' but in the second pair, ~~the~~ grammar does permit the verb 'differ':-

<u>Noun</u>	<u>Adjective</u>	<u>Verbal</u>
happy	happy ^{1.}	X
difference	different	X

1. The adjective 'happy' belongs to the class of adjectives represented by elegant, extra, fast (meaning quick), gentle, superb....None of these are normally used as verbs. Two years ago, a detergent advertisement on television greatly incensed the purists of English by using the adjective 'gentle' as a verb in "X gentles its way through your delicate fabrics."

In the second pair, the verb 'differ' does not occur in either text. An example from each text will suffice.

Text M

difference Ex. 201 Let us show you the difference between miserable
(noun) existence and living and enjoying every minute of your life.

different Ex. 202 "I have been suffering from backache and also pains
(adjec.) and stiffness in the thigh....applications of different lotions brought no relief."

Text C

difference Ex.203 Here's fashion with a difference..... and the different
(noun) difference is Ban-Lon.

different Ex.204 JOYCETT IS DIFFERENT (Headline for a corset)
(adjec.)

Examples 201 and 204 could possibly be written in the finite verb form with suitable changes to the grammar of the sentence but it would be hard to imagine Example 204 actually occurring as the headline: JOYCETT DIFFERS¹. Example 202 could not take the verb form because

1. The original example is interesting because the undeveloped predicative is used in the headline to suggest that details will follow in the body copy of the advertisement. The finite verb form would seem to have the same signalling effect i.e. JOYCETT DIFFERS (From what?)

here the meaning is various (lotions). Example 203 would be awkward because of the repetition of the noun difference and the tendency of the verb 'differ' to select the prepositions from or in, both of which may require the additional detail which seems to be avoided in the repetition of the noun.

5.2.2. The question of why the verb form 'differ' does not occur in the texts raises the problem of deciding what the copywriters had in mind in restricting their choice to the noun/adjective pair, difference

/and different

and different. Since we can never know the truth here it is best to leave the whole question of non-use open but some points should be noted. There are certain non-uses which can reasonably be justified.

In Text M, for instance, there are such interesting non-uses which are shown below in brackets:-

<u>Noun</u>	<u>Adjective</u>	<u>Verbals</u>
12 <u>constipation</u>	X <u>ich</u>	(constipated)
10 <u>habit</u>	(habitual)	(habituated)

Two examples of each will illustrate the use of these nouns.

- constipation Ex.205 So, at the first sign of constipation, take
(noun) today's Bile Beans.
- constipation Ex.206 If you are suffering from constipation, a little
(noun) more fruit or vegetable may correct the trouble.
- habit Ex.207 Get the regular Vykmin habit now
(noun)
- habit Ex.208 The all-round family medicine. 'Aspro' is
(noun) safe for children: it contains nothing habit
forming.

Of the two examples for constipation, the second example could more conveniently be written in the verbal form but it would seem that this predicative or adjectival form is considered indelicate or offensive in print. In Example 207, the writer wishes to cultivate the habit of taking vitamin pills on the assumption that it is a good habit. The adjective habitual and the verbal habituated both have undesirable moral overtones as in habitual drunkard and habituated to drugs. Note that in Example 208, habit-forming is what Aspro is not.

In Text C one finds interesting non-uses which indicate that a stylistic restriction may be at work. The bracketed items are the non-uses

<u>Noun</u>	<u>Adjectives</u>	<u>Verbals</u>
(boldness)	6 <u>bold</u>	(emboldened)
(brightness)	4 <u>bright</u>	(brighten)
(coolness)	6 <u>cool</u>	(cool off)
(fullness)	33 <u>full</u>	(fill)
(lightness)	23 <u>light</u>	(lighten)
(richness)	11 <u>rich</u>	(enrich)
(smartness)	15 <u>smart</u>	(smarten)
(sureness)	5 <u>sure</u>	(ensure)

The stylistic restriction in Text C would seem to be one which favours monosyllabic words and tends to avoid longer words as exemplified by the above -ness-suffixed nouns and the verb forms, emboldened, brighten, lighten, enrich, smarten, ensure. In Section 5.3. it will be shown that Text C uses very few -ness suffixes but Text M makes a special use of them for ^{its} ~~her~~ different purpose, namely to concoct names for the innocuous ailments which the product can relieve e.g. chestiness, heaviness, listlessness, wheeziness etc.

5.2.3. The Non-use of Adverbs -ly

To illustrate some restrictions to a movement along the class axis, I have chosen Adverbs -ly because the statistical evidence is strong here and is easier to handle for my purpose. It will be recalled that Adverbs -ly were conflated with Adjectives because of their adjective morphology and their small numbers. It seems likely that the proportions between the four classes ^Nouns/Adjectives/Adverbs -ly/ Verbals approximate the proportions in written English as a whole so no further comment will be made about the significance of their relative proportions in the text.

In Table 6, it was shown that adverbs -ly could be predicted from the frequency of occurrence in adjectives. This assertion must now be qualified by adding that adverbs -ly can be predicted as a proportion of the adjective vocabulary but may be subject to a semantic restriction in /the change in

the change in grammar from adjective to adverb-ly. I shall show that certain adjectives are not free to become adverbs-ly in spite of the change being grammatically possible.¹ I shall take the characteristic

1. In Section 5.2.6. it will be noted that there is a relationship between the choice of Adverbs-ly and the syntactic behaviour of their adjective forms.

vocabulary of adjectives which have been discussed in Section 2.2. and shall examine the non-uses. In the table that follows, the adjective vocabulary has been divided into those adjectives which have adverb forms (actual) and those which do not (remainder).

Table 38: Showing the adjectives of the characteristic vocabulary which do not have adverb-ly forms in the texts as compared with the adjective vocabulary as a whole.

Vocabulary	TEXT M			TEXT C		
	Total	Actual	Remainder	Total	Actual	Remainder
10+	35	20	15	45	26	19
	100.0%	57.2%	42.8%	100.0%	57.8%	42.2%
All	315	62	253	344	78	266
	100.0%	19.6%	80.4%	100.0%	22.7%	77.3%

It is worth noting that the proportions of "actual" to "remainder" differ greatly between the characteristic vocabulary and the vocabulary as a whole.² Conflating the two sets of proportions, we note that the

2. This proportion corroborates the dependence on frequency shown by Table 6.

ratio between "actual" and "remainder" is 1.33:1 in the 10+ vocabulary as compared with 1:4 in the whole vocabulary (All). This may prompt the view that an extensive use is being made of the -ly possibilities but, on examination of the "remainder", this is by no means the case. The following table lists the adjectives of the "remainder":-

rich	20		
12 items	195	8 items	270

Table 39: Showing the Non-uses (potential) of Adverbs -ly in the characteristic vocabulary.

NO ADVERB -LY FORMS			
TEXT M		TEXT C	
Adjectives	Occur	Adjectives	Occur
		good etc	50
old	14	lovely	30
young	11	young	20
modern	10	high	19
		available	13
		deep	11
		dry	12
		near	11
		short	11
		fuller	10
		washable	10
3 items	35	11 items	197
POTENTIAL ADVERB -LY FORMS			
new	43	pure	41
healthy	19	free	34
natural	18	light	23
nervous	18	smooth	16
wonderful	17	luxurious	15
rheumatic	15	slim	15
handy	13	smart	15
active	12	rich	11
happy	10		
pleasant	10		
powerful	10		
rich	10		
12 items	195	8 items	170

Why not "the newly discovered combination of German drugs,..."
 The first list (no adverb -ly forms) requires qualification. The items here can be divided into three kinds:-

i) adjectives which cannot be used as adverbs either with or without -ly e.g. available, fuller, lovely, modern, old, washable.

ii) adjectives which can be used as adverbs without -ly e.g. better, best, deep, high, near, short.

iii) adjectives whose meaning changes drastically with -ly:- deep, dry, high, near, short. Dry has an -ly form but the meaning is completely inappropriate for the texts e.g. "drip-dry material". The next three items belong to adverbs of degree - deeply, highly, nearly. The last item, shortly means soon and, of course, has nothing to do with short as in 'shorter fittings' (dress size).

The second list (Potential adverb -ly forms) is the main point of interest. There are three items in Text M which have -ly forms according to the dictionary but which are unlikely to be used e.g. handily, healthily, rheumatically. Pure in Text C is a doubtful item in this list and belongs marginally to the class referred to above under iii) and in the present meaning (pure wool) the -ly form is very unlikely indeed.

If the strong tendency towards developing the class axis is taken into account and if we ignore the fact that the characteristic adjectives could not possibly have 100% of their potential adverb -ly forms, their non-use is still to be explained. On the analogy that the pound spent on beer cannot be spent on books, it is reasonable to ask why the pound should have been spent on beer instead of books. I shall take examples from both texts to show the adverb -ly may be unlikely.

Text M is not to dress warmly. For the same reason the verb lighten

New Ex. 209. The new combination of German drugs Paracetamol and (At.) Salicylamide has been found to rapidly relieve rheumatic pain.

/Why not the

Why not "the newly discovered combination of German drugs,,,"?

nervous Ex.210 Don't risk a nervous breakdown. (at.)

The adverb nervously would not be possible. All the paradigms of nervous are used except the adverb -ly.

active Ex.211 'Aspros' active ingredient does these jobs with a sure- (At.) ness no other medicine can match.

The paradigms of the lexical item act are all used except the adverb -ly form.

happy EX.212 Why put up with pain and discomfort when you might get (at.) happy relief by taking Doan's Backache pills.

All the uses of happy except the following example are attributives - e.g. happy (life) (relief)(result).

happier Ex.213 Soon you won't know yourself. Much happier - less (MS) snappier! Much fitter - less "jitters".

powerful Ex.214 A powerful weapon in the fight against CATARRH and (At.) BRONCHITIS. (Headline)

Note that all the uses of powerful are attributive e.g. powerful (formula, help, pain-killer, 5 x product, reasons, weapon)

Text C

free Ex.215 Amazing that a big, bold sweater can be so gloriously (pred.) light and free to move in.

Note that 21 out of 34 of the uses of free are for 'something free:- free (catalogue, samples, etc.)

light Ex.216 Soft, light as a whisper brushed Courtelle needs just (MS) the gentlest of washes to keep its fresh perfection.

The writers are trying to convey the idea of lightness of their heavy winter wear hence the use of the adverb -ly would be inapt e.g. to dress lightly is not to dress warmly. For the same reason the verb lighten would not be used.

/smooth Ex. 217

smooth Ex.217 In fact, you'll be doubly pleased with your clothes when they dry smooth, crisp and creaseless.

Note that the verb dry would normally be followed by an adverb -ly of manner e.g. dry (evenly, quickly, thoroughly) but that the writer has turned it into an inchoative verb with the meaning of the second of these two possible concoctions:-

...when they dry smoothly, crisply and stay creaseless.
...when they dry and become smooth, crisp and creaseless.

slimmer Ex.218 BERLEI shapes you slimmer than ever before (Headline)

slimmer E.219 Makes you look gorgeously slimmer than any girdle you've ever worn before. (This is another Berlei advertisement)

Compare the two examples, bearing in mind that the advertisements are very likely to have been written by the same person. In all clothing advertisements, the idea of slimness is present^{ed} as a finished product. The use of the adverb -ly form would be inapt e.g. the use of slimly built in the concoction - "makes you look slimly built".

The writer has evidently used the analogy of 'makes you slimmer' in the first example of 'shapes you slimmer'. Compare this with Example 217

rich Ex.220 This slim sheath dress in rich, pure silk satin has a (at.) becoming wide neckline, and flat bows on the hips.

The uses of rich are :- 6 x rich (colours)
5 x rich (materials)

The unlikeliness of the adverb -ly form can be summed up by two concoctions of the foregoing examples:-

happily Why put up with pain and discomfort when you might (cf Ex.212) happily get relief by taking Doan's Backache Pills.

Table 40: Adverbs of 2 or more occurrences which have no adjectives in the texts.

freely Amazing that a big bold sweater can be so gloriously
(cf Ex. 215) light and allow you to move so freely. Occur.

As will be seen from the concoctions of happily and freely, the problem of using the adverb -ly form (ignoring adverbs of degree such as highly, nearly etc) lies in what other lexical forms it modifies. Perhaps this can be clarified further by the example of the adjective becoming in example 220 - "a becoming wide neckline". Here becoming modifies the head 'neckline'. Were this adjective to be changed to becomingly, it would now modify 'wide,' a quite undesirable change in meaning for the advertisement. This grammatical feature of adverbs -ly is presumably the reason for the traditional advice to would-be copywriters to use adverbs sparingly.

5.2.4. A Note on the Non-use of Adjectives from Adverbs -ly

So far I have examined the non-uses of adverbs -ly from the adjective end but it should be noted that non-use works the other way. Unfortunately the vocabulary of adverbs -ly which have no adjectives in the material are too small for a detailed discussion but some aspects can be noted from the table of 2 or more occurrences.

/Table 40

Although all the adverbs except directly (number of occurrences), partly and slightly have possible adjective forms, many of these belong to the class of adverbs -ly with special meanings whose adjectives is represented by the three adverbs just mentioned. The following adverbs -ly are unlikely to be used as adjectives in similar texts. These are the adverbs of degree, frequency, emphasis or uncertainty:-

2. Adverbs of probability: These have a special function in Advertising Rhetoric. They do not usually modify adjectives but are used to qualify or tone down or stress a proposition e.g. probably Ex. 221 "You'll probably notice a difference in only the third - as your blood becomes rich, red and glistening again, you'll want to look and feel a new person."

Table 40: Adverbs of 2 or more occurrences which have no adjectives in the texts.

TEXT M		TEXT C	
Adverb	Occur.	Adverb	Occur.
absolutely	6	approximately	3
deep ^{1.}	8	direct ^{1.}	9
definitely	2	evenly	2
directly	3	faultlessly	2
exactly	2	incredibly	2
frequently	2	probably	2
gradually	3	quietly	2
hardly	3	skilfully	3
individually	2	slightly	6
particularly	2	weakly	2
probably	2		
rapidly	4		
rarely	2		
straight	2		
14 items	43	10 items	33

1. These items, deep (Text M) and direct (Text C) are used in their adjective form as adverbs hence their inclusion in the table.

Although all the adverbs except directly (meaning at once), hardly and slightly have possible adjective forms, many of them belong to the class of adverbs -ly with special meanings whose extreme is represented by the three adverbs just mentioned. The following adverbs -ly are unlikely to be used as adjectives in similar texts. These are the adverbs of degree, frequency, emphasis or uncertainty:- 2.

2. Adverbs of uncertainty have a special function in Advertising Rhetoric. They do not usually express doubt but are used to qualify or tone down an obvious exaggeration e.g. probably Ex.221 "You'll probably notice a difference in only two weeks - as your blood becomes rich, red and ^e healthy again, you'll begin to look and feel a new person."

absolutely . a fault rarely

exactly . definitely

gradually particularly

frequently probably

Those of interest are:-

Text M

rapidly

Text C

faultlessly

quietly

skilfully

Examples of Text M

Rapidly

Ex.222

That's why Iron Jelloids, which are fortified in just this way ensure that the iron content goes rapidly into the blood stream - helps you feel better quickly. (See also Example 209 for rapidly)

The rewriting of rapidly as rapid would entail extra detail which the copywriter might not regard as useful:- "the iron content goes at a rapid pace into the blood-stream."

The use of rapidly in the above example appears to be a stylistic variant of quickly. In Example 209, the likely host for rapid is 'rapid relief' but this is a favoured position of the adjective 'quick', 10 out of 15 of whose attributive uses belong here. It is hard to say why quick should be preferred to rapid as an attributive to relief.

Examples of Text C

Faultlessly

Ex.223

"or a modest cost, you get a luxury tweed skirt, faultlessly made to your own measurements.

Skilfully

Ex.224

DEFY MIDDLE AGE.

SKILFULLY TAILORED PANELS RE-JUVENATE YOUR FIGURE.

(Headline)

In both cases the question will arise: what is faultless or without fault (the skirt?) and who is skilfull (the tailors?). The first would be /tactically

tactically dangerous e.g. a faultless luxury tweed skirt or a luxury tweed skirt without fault. The second would be redundant or regarded as trite information, especially in a headline. However well the two examples are rewritten to accommodate the adjectives, the result would still be unfortunate from a copywriting point of view.

There are proportionately more adverbs like the above examples in the once only occurrences. It could be argued that single occurrences of nervously or actively in material similar to Text M would indicate a drastic change in technique, given the frequency of the base forms, nervous and act/ion.

The examples of miraculously (Text M) and wickedly (Text C) will suffice to illustrate the unlikelihood of their other paradigms in similar texts.

<u>miraculously</u> (adverb-ly)	Ex.225	Sprinkle it on and as you rub gently you will feel the pain <u>miraculously</u> melt away.
<u>wickedly</u> (adverb-ly)	Ex.226	Nothing flatters you as <u>wickedly</u> as wool. (<u>Wickedness</u> or <u>wicked</u> flattery?)

These examples indicate the character of most once only uses, namely that they are not determined by the main vocabulary of adjectives. The efficiency¹ of Patent Medicine is often described as if it were a

1. This paradigm is a non-use in the text. Note the use of efficiently in the example:§

Ex. 227 They smooth away pain and discomfort by correcting over-acidity swiftly and efficiently.

/miracle

3) Attributive Adjectives. As the evidence for the use of attributive as opposed to predicative adjectives is both striking and substantial, I shall not dwell on it in detail and will let the illustrations speak for themselves. 1. miracle but to use this word would be tactically indiscreet.

1. I suggest that the principle observed here is similar to the restriction of its lexical item attract to the adjective form attractive. The texts have in common the fact that the noun and verb forms are non-uses. A single example from Text C will suffice:- attractive (adjec) - Ex.228 Yes, you look attractive, and you feel so right, too!

5.2.5. The various syntactic positions of a single class.

Introduction: So far I hope to have shown that the non-use of an item along the class axis may be as important as the actual uses of the paradigms, extensive though the latter may be. I now hope to show that movements within the plane of a particular class are subject to some kind of restriction of syntactic position (e.g. At as opposed to the complement of Be) which may be an inherent feature of the English Language or be due to some kind of conscious control being exercised by the copywriter. Whatever the cause to which we attribute the above mentioned control, it does not alter the fact that there is some kind of control which can be shown statistically. The question of how much of the control is involuntary and how much of it is intentional must be left open.

One could discuss the syntactic movement of a particular class by describing the use of attributives as opposed to heads and it would be possible to discuss this under the following headings:-

1) Attributive Nouns I have decided to discuss the attributive use of nouns (e.g. stomach in stomach disorder or flesh in flesh tinted) under word-making for, although these examples are not orthographically compounded, I regard this use of nouns as the first step towards the simplest kind of compounding (e.g. stomach-disorder and flesh-tinted).

2) Attributive Verbals I have already discussed the use of participles e.g. aching in aching muscles and embroidered in embroidered cotton) under 1.2.8. Syntactically these resemble adjectives in that most participles can occupy characteristic adjective frames.

3) Attributive Adjec.

3) Attributive Adjectives. As the evidence for the use of attributive as opposed to predicative adjectives is both striking and substantial, I shall treat these in detail and will let them illustrate the above mentioned linguistic control which may also be applied to the attributive nouns and the attributive verbals.

5.2.6. The use of Adjectives on the Syntactic Plane

The most striking feature of the grammar of the vocabulary of adjectives is that there is a strong tendency for the writers of the texts to employ adjectives in the attributive position only, a feature already observed of certain participles e.g. selected in selected INGREDIENTS. The unexpected feature of the analysis was that these attributive adjectives also tended to be chosen as adverbs -ly on the class axis.

Since the above assertion is based primarily on the characteristic vocabulary, I shall have to describe its place within the whole vocabulary. The table that follows has been slightly simplified and shows how the lexis was collected for the analysis.

Table 41: Showing the context of the grammatical divisions of the characteristic vocabulary of the adjectives.

TEXT M

Vocab.	Items	Total occur	At. ←	Be (Division I)	V/C →	Appos	CW III	Adverb II
All	362	1489	822	136	124	53	59	295
10+	35	674	345	62	59	24	30	154
%	9.7%	45.3%	42.1%	44.8%	47.6%	45.3%	50.8%	52.2%

TEXT C

Vocab.	Items	Total occur.	At. ←	Be (Division I)	V/C →	Appos	CW III	Adverb II
All	391	1837	1097	103	73	159	139	266
10+	45	998	611	57	37	77	91	125
%	11.5%	54.8%	55.6%	55.4%	50.6%	48.4%	65.5%	47.0%

Interpretation - The top line 'All' is the total vocabulary and occurrences. The second line is the characteristic vocabulary etc which forms part of the whole. The third line is the percentage the second line is of the first. The grammatical divisions are those used for Table 2 :-

5.2.7. Characteristic adjectives which tend to be used only in the

Division I abbreviations:-

- At: adjectives in the attributive
- Be: adjectives as complement of the verb 'to be' in all its forms.
- V/C: adjectives as complements of linking verbs (e.g. feels wonderful) or adjectives occurring as the so-called object complement (e.g. makes you slimmer)
- Appos: adjectives used appositively in the widest sense i.e. all other uses than the foregoing three.

Division II

- 1) Adverbs: items from adverbs and adverbs -ly.

Division III

- CW: items from compound words whether head, attributive or other positions in the compound.

Comment: The proportions of the occurrences in the various grammatical divisions of the characteristic vocabulary correspond roughly to its proportions of total occurrences. It is therefore possible to say that the occurrences within each division are representative of the whole vocabulary.

The contrastive features of the grammar of the texts are worth noting

- a) Text M has more - V/C complements
- Be complements
- b) Text C has more - attributives (At)
- appositives
- items in compounds

Finally the above table shows the proportions of Attributive occurrences to be greater than the Predicatives (be, V/C and Appos.) but these totals obscure the fact that at least half of the characteristic vocabulary is used in the attributive position only. This deficiency of the table will be rectified by supplying full details of the vocabulary.

5.2.7. Characteristic adjectives which tend to be used only in the attributive position.

Adjectives in series, whether in the attributive or in the predicative position, have long been^a noted feature of advertising but what is less obvious is that the attributive position can be the preferred position of many adjectives. A preliminary suggestion is that the reason could be a syntactic one: namely, that, for the writer, it is easier to insert another adjective in this position than in the predicative and furthermore, it avoids the need for qualifying structures which the predicative may compel.

The two sets of tables that follow have three sections:-

- 1) Table A All adjectives which are used attributively and which do not occur with the verb 'to be' as opposed to 2)
- 2) Table B. All adjectives which are used attributively and with the verb 'to be'.
- 3) Table C. Summary of the totals of Tables A and B showing what items were excluded from the analysis.

Exclusions In Text M, I have excluded the adjective well because it cannot normally be used as an attributive. In Text C, I have excluded available and dry because they have no attributives in the text. The adjective latest (always in the superlative form) as used in the text could only take the article the as a complement of the verb 'to be' so it has been excluded. The adjective fuller is a special use of full and is kept separate from the normal uses of the latter.

/tables 42 and 43.

Table 42 B: Showing the adjectives which occur with the verb 'to be' in Text M.

Table 42A: Showing the adjectives which do not occur with the verb 'to be' in Text M

TEXT M		SYNTACTIC POSITIONS				Items in Compounds			
No.	Adjectives	At.	Be	V/C	Appos	At.	Hd.	Other	Advly.
43	new	42	2		1	1			12
42	quick	14	9	2	3	2		2	23
25*	special	16	7	3					9
23	fast	3	3	10	1				19
19*	first	12	1			2			5
18	regular	10	3	2					8
17	medical	16	4						1
15*	real	4	1	1		3			11
15	rheumatic	15	2		1	1			3
14*	complete	6	1	4	1		3		7
14*	extra	7	1	5	1				7
13	long	3	1	1					10
11	young	3	2	8	2				1
10	happy	9	3		1	3		1	
10	modern	10							
10	powerful	10	59	47	19	10	7	3	44
10*	rich	8		1			1		
309	17 items	188		9	6	5	1		100

Grammar No.	Adjes.	At.	Be	V/C	Appos	At.	Hd.	Other	Adv.
No 'Be'	309	171 items	188		9	6	5	1	100
with 'Be'	345	171 items	196	59	47	19	10	7	44
Total	1,654	341 items	344	59	56	25	15	8	144
Exclusion 29	"well"		3	3		4			16
	674	351 items	344	62	59	25	19	8	154

Table 42 B: Showing the adjectives which occur with the verb 'to be' in Text M.

TEXT M		SYNTACTIC POSITIONS				Items in Compounds			
No.	Adjectives	At.	Be	V/C	Appos	At.Hd.	Other	Advly.	
63*	good, etc	27	8	15	4			9	
28*	free	10	2	2	2	4		8	
26	safe	6	11	1	4			4	
26	simple	11	2		1			12	
24	easy	4	9	2	3		2	4	
19	sure	7	7	3				2	
19	healthy	8	1	10					
18	natural	14	1			3			
18	nervous/y	13	3	2					
17*	wonderful	13	4						
14*	full	8	1	1		3		1	
14	gentle	7	2		1	1		3	
14	old	6	1	4			3		
13	handy	6	1	5	1				
12	active	10	1	1					
10	effective	4	2	1	2			1	
10	pleasant	2	3		1	3	1		
345		156	59	47	19	10	7	3	44

Table 42C: Showing the totals of Tables 42A and 42B together with the excluded item 'well'.

TEXT M			SYNTACTIC POSITIONS				Items in Comp.			
Grammar	No.	Adjec.	At.	Be	V/C	Appos	At.Hd.	Other	Adv.	
No 'Be'	309	17items	188		9	6	5	1	100	
with Be	345	17items	156	59	47	19	10	7	3	44
Total	1.654	34items	344	59	56	25	15	8	3	144
Exclusion	20	"well"		3	3		4			10
	674	35items	344	62	59	25	19	8	3	154

Table 43A: Showing the adjectives which do occur with the verb 'to be'

Table 43A: Showing the adjectives which do not occur with the verb 'to be' in Text C.

TEXT C		SYNTACTIC POSITIONS				Items in			Advly
No.	Adjectives	At.	Be	V/C	Appos	At.	Hd.	Other	
41	pure	41							
26*	special	13	5	2	9	1	2		13
25	long	10	8	9	2	6			7
24	fine	21	2	3	11	2	6	1	
23	double	9	2		3	8			3
22	beautiful	4	2	2	1				17
21*	extra	12	2		3				6
20	young	17	3	2	3	1		1	4
18	superb	12	3		6	9	4		6
16	elegant	10	1	1	3	10			2
16	wide	7	1		4		3		2
15*	first	12	1	1	3	1	1		2
14*	real	8	4		2				6
13	right	6	1	2	1		2		2
11*	complete	6	2	1	4				5
11	deep	10	4			1			3
11	monthly	2	2		2				9
11	nearest	5	2		4			6	
11*	rich	11	5	3	6	31	15	2	38
11	short	8			3				
10	neat	7							3
10	personal	8							2
380	22 items	239		5	17	22	5	6	86

Table 43B: Showing the adjectives which do occur with the verb 'to be' in Text C.

TEXT C		SYNTACTIC POSITIONS				Items in Compounds			
No.	Adjective	At.	Be	V/C	Appos	At.	Hd.	Other	Advly
135	new	125	3	1	4				2
50*	good	36	5	7		2			
48	soft	27	5	2	9	1	2		2
45	warm	18	8	9	8				2
34*	free	11	2	3	11		6	1	
33*	full	12	2			4			15
30	lovely	25	2	2	1				
29*	wonderful	24	2		2				1
24*	easy	7	3	1	3	5		1	4
23	light	1	3		6	9	4		
19	high	7	1		1	10			
17	perfect	8	1				1		7
16	smooth	10	1	1	3		1		
15	luxurious	9	4		2				
15	slim	10	1	3			1		
15	smart	8	2	1	4				
12	fashionable	5	4						3
10	practical	3	3		2				2
10	washable	5	1		4				
580	19 items	351	53	30	60	31	15	2	38

Table 43C: Showing the totals of Tables 43A and 43B together with the excluded items.

TEXT C			SYNTACTIC POSITIONS				Items in Comp.			
Grammar	No.	Adjec.	At.	Be	V/C	Appos	At.	Hd.	Other	Adv.
No 'Be'	380	22 items	239		5	17	22	5	6	86
with 'Be'	580	19 items	351	53	30	60	31	15	2	38
Total 1.	960	41 items	590	53	35	77	53	20	8	124
	13	available		4		9				
	12	dry			2		1	9		
Exclusions	11	latest	10							1
	10	fuller	10							
	1006	45 items	610	57	37	86	54	29	8	125

5.2.8. Comments on Tables 42 and 43

It will be seen that the use of adjectives in the texts divides fairly neatly into the two classes represented by Table A and Table B:-

1) There is a clear-cut tendency for the writers to employ a class of adjective in only one syntactic position (At.)¹.

1. For convenience, I have excluded "Items in Compounds" from the syntactic positions because these represent a mixture of syntax and class.

The interesting aspect of the syntactic rigidity is that it is accompanied by a freedom on the class axis between adjective and adverb i.e. the items in Adverbs tend to be drawn from this class of adjective. I shall later show that this rigidity in the At. position is a preference which does not depend on frequency.

2) Opposing 1) is the class of adjective represented by the complements of the verb 'to be' whose adjectives have syntactic freedom of movement but which have less freedom to change their class from adjective to adverb than 1) i.e. the items in Adverbs are less likely to be drawn from here. Unlike the preference for the At.

/position, the use of

position, the use of an adjective as the complement of BE depends directly on frequency. In other words, an adjective has to be considered important to the text in order to qualify for the position of complement to BE.

Before discussing some examples to illuminate the above comment on the tables, I shall have to prove the riders to each comment. In order to do so, I have taken the lower frequencies of 5 to 9 occurrences to show what effect frequency has on the grammatical behaviour of the vocabulary. The following table compares the vocabularies of Tables 42 and 43 with the similar vocabulary of the lower frequencies mentioned. (I consider five occurrences as ample for a choice between At. and predicative.) To simplify the comparison only the total occurrences of the At. columns are shown.

Table 44: Showing the attributive adjectives which are not used with the verb 'to be' (No BE) and those which are (with BE).

Grammar	TEXT M				TEXT C			
	5 to 9		10+ occur.		5 to 9		10+ occur.	
	Items	Occur.	Items	Occur.	Items	Occur.	Items	Occur.
No BE	34	163	17	188	37	148	22	240
%	68.0	78.6	50.0	54.6	80.5	88.1	53.6	40.6
with BE	16	48	17	156	9	20	19	351
%	32.0	21.4	50.0	45.4	19.5	11.9	46.4	59.4
Totals	50	211	34	344	46	16	41	591
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

(Special note. In the 5 to 9 occurrences of this table, the contrast is now between adjectives which are subject to one restriction in the various syntactic positions (no BE positions) and adjectives which /are free

are free on this plane. The chief difference between this range and those represented by the Tables C is that the total occurrences are now heavily in favour of the No 'Be' class as the following table will show:-

Table 45: Showing the distribution of occurrences between No Be and with Be adjectives.

	TABLE 44	TABLE C
occurrences	5 to 9	10+
Text M	227:98	309:344
Ratios	2.3:1	0.9:1
Text C	251:58	381:580
Ratios ^{1.}	4.3:1	0.66:1

1. The more extreme ratios of Text C are a reflection of its less finite verbal style, the consequences of which are observed in its greater proportions of At. and Appos. in Table 41.

It should be clear that frequency works against No 'Be' or conversely, frequency favours With 'Be'.)

Comments on Table 44 and 45

The effect of frequency can be noted by the marked contrast between the two frequency sections of Table 44.

Increased frequency (10+) means a higher proportion of adjectives of the class whose members are used as 'be' complements and a lower proportion of the class whose members are not used as 'be' complements but this lower proportion is accompanied by a definite restriction to the At. position.

A lower frequency (5 to 9) means a lower proportion of the class of adjectives whose members are used as 'be' complements and a much higher proportion of the class of adjectives whose members are not used as 'be' complements but, unlike this latter class in the 10+ range, the
/adjectives have

adjectives have greater syntactic freedom i.e. the only restriction is "No Be" position. It thus appears that as an item of this class becomes more frequent, it loses its syntactic freedom i.e. it becomes confined to the At. position and the much greater proportion of the "No Be" class in the lower frequency suggests that given a choice the preference is nearly always for the At. position.

Earlier it was noted that the choice of adverbs -ly tended to be made from the same class of adjectives as those having "no Be" uses i.e. there was greater freedom between the class of adjective and adverb here than in the class represented by "Be". The following table is offered in support of this contention:-

Table 46: Showing the distribution of the Adverb vocabulary between the two classes of adjective.

	ADVERBS -LY IN TEXT M				ADVERBS -LY IN TEXT C			
	5 to 9		10+		5 to 9		10+	
Grammar of Adjec.	item	occur.	item	occur.	item	occur.	item	occur.
No BE	10	36	10	100	21	56	15	84
%	52.6	70.6	52.6	69.5	84.0	87.5	62.5	68.9
With BE	9	15	9	44	4	8	9	38
%	47.4	29.4	47.4	30.5	16.0	12.5	37.5	31.1
Totals	19	51	19	144	25	64	24	122
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

(Exclusions: the following items have been excluded on the grounds that they have special uses as adverbs: Text M from the 5 to 9 range, 6 x absolutely and 2 x highly; Text C from the 10+ range, 2 x widely.)

It will be noted that the proportions of adverbs -ly in the NO BE class is higher than those in the WITH BE class. The totals of NO BE items to WITH BE items in the above table are as follows:-

		NO:BE:WITH BE	RATIO
<u>Text M</u>	Items	20:18	1.1:1
	Occur.	136:59	2.3:1
<u>Text C</u>	Items	36:13	2.8:1
	Occur.	140:46	3.1:1

The more extreme proportions of Text C appear to be a consequence of its less verbal style which manifests itself in the greater tendency to prefer a change on the class axis from At. adjective to ^Adverb -ly to a change on the syntactic axis from At. to BE. The problem will now be discussed with examples.

5.2.9. (1) The preference of the At. position for certain adjectives ¹

1. We have already seen that a 'preference' of some kind operates for attributive verbals (Section 1.2.8.) and that what might historically have been a 'preference' is now a special attributive use whose meaning may sometimes diverge from the transitive verb form e.g.

Text M:- Aching (muscles); astonishing (relief); concentrated (form); confirmed (globe-trotter); Heartening (qualities); satisfying (relief); sparkling (clean); startling (overnight change); varied (diet).

TEXT C:- bewitching (shades); charming (sweater); dignified (look); enchanted (fashions); exciting (fashions); gifted (woman); lauding (fashion shops); ravishing (new French colours); winning (colours).

may be an inherent feature of English which may also vary according to the register. ² Unfortunately I do not have access to any comparable

2. The non-customary verbal attributives mentioned in Section 1.2.8. (page 23) seem to be instances of the special creation
/of attributives

of attributives out of noun bases, a process which may be ascribed to this register of advertising. What is less easy to identify are the instances where the 'preference' for At. is a feature of the Register. There are some instances in Text M which appear to be of this kind:-

(your) depleted (system); inflamed (tissue); (a) selected (grade of); (the specially) purified (medicinal creosote).

statistical work on English vocabulary and therefore cannot state anything more definite. I have noticed, in my own writing, that there is a strong tendency for me to use certain adjectives only in the At. position.¹

1. So far in this thesis, I find myself using the adjective special in the attributive which is what one finds in both texts. Special may well belong to the class of adjectives which are customarily used in the At. position.

(2) The preference of the At. position for certain adjectives may be due to the syntactic convenience of placement. It is an indisputable fact that one can add an adjective to the At. position without disturbing the syntactic structures which already exist in a given construction, unless, of course, the proposed adjective is in the comparative or superlative form. The comparative form would require that related structures of the than group or than clause should follow, but as we have already seen, these can be deliberately omitted. The change from the At. position to Predicative is syntactically more complex. The following list is not intended to be exhaustive but merely to indicate some of the resistances.

a) An additional clause or sentence may be required if BE is the host or if the adjective can be taken by a linking verb.

b) If a) is undesirable or not possible, the adjective could be shifted to an existing BE complement and become part of a series.

c) If the change is to be ^{to the} ~~as an~~ appositive^{use}, the adjective /has either to be

has either to be postmodified or become part of a series i.e. the use of one adjective in the appositive will create the need for further adjectives.

d) If the adjective is one whose customary position is At., subtle difficulties of modifying structures may arise. The change may even be stylistically awkward. There are three interesting adjectives which are common to the texts and which appear to be of this type: complete, real, special. These will be discussed after 3).

e) It may happen that the meaning conveyed by the adjective in the At. position is adequate for its intended purpose and that any additional structures to accommodate it elsewhere are redundant.

d) and e) here may be interchangeable.

There is also the evidence of Table 46 to account for, namely that Adverbs -ly tend to be heavily drawn from adjectives which are mainly restricted to At. (10†). The greater occurrences of Adverbs -ly within this class suggests that for these adjectives, the change on the class axis from At. to Adverbs -ly is subject to less friction than the change within the same plane from At. to predicative, especially BE.¹

1. A confirmation of this friction can be observed in Table 46. Notice, in the section (occurrences 5 to 9) that Text C has a much higher proportion of Adverbs -ly drawn from adjectives in the class NO BE. It will be recalled here that Text C is characterized by having a substantially smaller proportion of finite verbs because of its greater use of minor sentences which may not contain finite verbs. Notice also that Text C's less-finite-verb style is reflected in the greater proportion of Appos. and At. in Table 43C.

3) An adjective in the At. position seems to have less power of compelling modification or specification than the same adjective in the predicate. This is perhaps the least defensible of the three reasons suggested but I feel obliged to make some statement about it.

/To discuss

To discuss this aspect, I shall assume, as I did in 2), that a change is proposed to an existing construction where the adjective is to be shifted from At. to Predicative. In 2), the implication was that the change would merely require extra work for the copywriter but I now wish to add a further suggestion that the change to Predicative ^{1.}

1. The essential part of this assumption is that the change is to a position in the Predicative where the adjective is used alone i.e. where it is not part of an adjective series. The reason for this qualification must be taken as provisional here for I hope later to show that an adjective used in series tends to lose its power of compelling some kind of modification or specification.

may require additional structures which may so modify or specify the adjective as to constitute a change in its meaning i.e. its meaning may now be defined in greater detail, a change which may be considered to have an undesirable effect on the reader. ^{2.}

2. It may make the reader more critical of what was being said. I suggest that part of the art of persuasion is the art of suggestion. Too concrete a definition of anything tends to rob it of its suggestive power. As I see it, the copywriter's purpose in writing is two-fold: he has to suggest the best qualities of a product and avoid suggesting anything which will detract from these qualities.

which I would like to confine the comments in this section to what I suggest to be the two critical positions in the predicative: BE and Appos. The use of a single adjective in these positions is more likely to compel modifying or specifying structures (e.g. prepositional groups /or adverbial clauses

144.

or adverbial clauses).^{1.} The adjective in BE complement may also

1. Adjectives seem to be of two broad kinds. At the one end, there are those which have the power of selecting a specific range of prepositions (e.g. good for; free from; lethal to; resistant to; sufficient for etc). Such adjectives used alone at BE would tend to become anaphoric if used unmodified i.e. their lack of postmodification may make them cohere to the succeeding structures or sentence. At the other end, there are those adjectives which do not seem to have any definite power of selecting prepositions (e.g. abrasive, beautiful, cheap, delicate, delicious, feminine, ill, pretty, vigorous). Such adjectives used alone at BE would seem to be less anaphoric than the first class.

possess an anaphoric power signalling forward. The difference between the two is that BE requires a clause and a tense whereas Appos. can be more conveniently added at some point in the sentence without disturbing its basic pattern.

I will now discuss some of the examples which have aroused the above speculation.

5.2.10. Examples of Adjectives which are used in At. as opposed to BE in Tables 42 A and 43A.

Before discussing the three significant adjectives, complete, real and special, I would like to consider a frequent adjective from Text M which seems to me to be a case of linguistic control rather than a customary usage of the language.^{2.}

2. I have chosen quick from Text M to illustrate my point. The equally frequent item pure in Text C was, it will be remembered, entirely used as an attributive to clothing materials.

The uses of the adjective item quick

In table 42A, it will be noted that of the 42 adjective items quick; 14 are used in At., 3 in Appos, 2 in compound items and 23 in Adverbs -ly.

The interesting question is why is the following example to be preferred to the concoction which follows it.

quick Ex.229 MEGGOZONES BRING QUICK RELIEF (Headline)
(At.)

quick concoction THE RELIEF MEGGOZONES BRING WILL BE REALLY QUICK.
(Be)

The first obvious problem in the concoction is that of tense, a more definite statement about quickness in time than quick relief. The second problem is the structural change to accommodate the adjective quick; what possible objection could there be to it? One answer is that the first is shorter and brevity in a headline is much to be desired but this does not explain why there should be 12¹ At. usages

1. The other Headline use is :- "Quick relief for Winter Skin Troubles".

in the body copy where presumably greater length is permissible.

The three non-BE and non-At. uses of quick are interesting.

quick Ex.230 Ralgex is the analgesic embrocation, so quick in relief
(Appos. every time.

Why not:-

"Ralgex, the Analgesic embrocation is so quick in relief every time."

or:-

"Ralgex is the analgesic embrocation which is so quick in relief every time."

In Example 230, the punctuation deliberately sets off the clausal so quick in relief every time from its logical head, embrocation so that instead of being a rankshifted clause with the elements S,C,A, it is ambiguous to the extent that it can be taken either as appositive /to embrocation

to embrocation or as a dependent clause. I suggest that the resulting ambiguity is intentional.

quick Ex.231 Quick as that. (Caption to a drawing)
(Appos.)

Note the omission of the first as in the comparison (as) quick as that. This is another characteristic omission ^{1.} in advertising

1. The ratio of the comparisons (as)/as and than illustrates a significant difference in the arguing technique of the texts.

	Text M	Text C
Ratio of <u>AS/as</u> to <u>than</u>	6:24	21:14
1:0	(1:4)	(1:0.6)

Text M is more interested in unequal comparisons:-

than Ex.232 BETTER FOR HEADACHE THAN ASPIRIN ALONE
(Headline).

whereas Text C is more interested in the more descriptive equal comparison:-

(as/as Ex.233 Bright and warm as a midsummers day...far from the ordinary yet so very close to you ...that's how you'll feel about this Ban-lon sweater by Holyrood.

The proportion of the 'omitted' as are as follows:-

Text M - 3 out of 6

Text C - 7 out of 21

language and can be found in almost any advertisement. Here again the reason is presumably to make the claim less definite or to make the grammar more suggestive. All the examples of quick are from Text M.

quick Ex.234 Quick! take Beechams Powders. The unique prescription
(Imperative) for colds and flu.

Here the use of the adjective quick in the imperative frame implies that the remedy can be equally quick. Note also the appositive nominals powders/prescriptions which is another device for avoiding the verb BE if necessary.

/To conclude

To conclude the examples of quick it should be noted that the alternative to the apparently undesirable positions of BE and Appos. is a change of class to the adverb -ly form which comprise 23 out of the 42 lexical items in Text M. Instead of the "safe" concoction:-

"Take Moorlands and get quick relief from Indigestion, Heartburn, Flatulence, (wind) and Distension(fullness). "

the actual permutations of quick and relief are:

quickly Ex.235 MOORLANDS quickly and naturally relieve Indigestion, Heartburn, Flatulence (wind) and Distension (fullness)¹

1. Note the writer's concern for the possible unfamiliarity of the items, flatulence and distension.

The questions asked of the adjective quick might equally well be applied to such adjectives as:-

Text M

fast, regular, young, happy, modern, powerful, rich.

Text C

beautiful, elegant, fine, long, neat, rich, right, superb, young.

Notice that young and rich are common adjectives to the texts. The reason why young is not used at BE can be dismissed with the explanation that youngness itself is not a topic but a result of something (a course of pills or a stylish dress) which makes you look young, hence the V/C uses. The At. restriction of rich is less easy to explain.

One likely reason for the restriction to At. in Text C is that of stylistic control. We have already noted that the text has a less finite verbal style in which a high proportion of descriptive structures (isolated nominal groups, appositive groups, BE clauses and sentences) are customary to the trade. It should be obvious that, when writing under such conditions, adjectives are more easily added to At. positions than creating fresh structures for them in the predicative where the

/stylistic

stylistic pressure is already great. If true, this would support 2) syntactic convenience of placement but this 'solution' is complicated by the fact that adjectives in BE complement are also used extensively in series.

The examples of complete, real, special.

I chose these three examples because not only are they common to the texts, but they also exhibit the same grammar. By this I mean that none of them are used with BE; none are used with V/C and, with a single exception of an appositive use of complete in Text M (the formulaic: "Complete with one book of Inter-Dens"), none are used appositively and, what is significant, none occur in compound words. In the adverbs -ly form, completely and really have acquired the special meaning of emphasis and special seems to be treated as if it behaved like the first two. Examples from the text may show the unlikelihood of the BE form in particular:-

Text M Examples

complete Ex.236 For years people have relied on aspirin alone for
(adjec.) headaches. But now you can obtain more complete relief.

Why not - "But now you can obtain relief which is far more complete?"

real Ex.237 SINUS CATARRH NOT JUST A COLD NEEDS A REAL CATARRH
REMEDY (Headline)

Why not:- "...A CATARRH REMEDY WHICH IS REAL" (in its power to relieve)?

special Ex.238 What is this special ability? (caption to paragraph)

Why not - "What is special about its ability"?

Text C Examples

complete Ex.239 Neatly tapered yet generously cut for complete
At. Adj. comfort these warm and hard-wearing trews are supremely washable.

Why not - "Neatly tapered yet generously cut for a comfort which is complete"?

real Ex.240 A real fashion show at home!

(At. adj.)

Why not - "A fashion show at home that is real in every detail"?

special Ex.241 Send for this very special bargain now.... it's your
(At. adj.) opportunity to own a beautifully tailored dress at a
bargain price.

Why not - "This bargain is special, send for it now."?

It does seem as if the above adjectives may belong to those adjectives which are customarily used in the At. position or which are rarely used with BE. Of interest is that none are used appositively, which may be a feature of this class.

One of the three adjectives, however, does present a special problem. The adjective real¹ when used as a BE complement does raise

1. The synonyms of real, actual and genuine display a similar grammar:-

	Text M			Text C		
	At.	BE	Adv-ly	At.	BE	Adv-ly
Adjec. <u>actual</u>	1	-	5	2	-	-
Adjec. <u>genuine</u>	-	-	-	2	-	2

Here it might be added that 'actual' is very unlikely in BE in any text.

a difficulty of meaning for the copywriter. As the unmodified complement of BE, real would create strong doubts e.g. "X is real in what respect?"

The writer is committed to describing the reality of the remedy in Ex. 237 but a direct statement using either the noun head reality or real as complement of BE would tend to suggest the unreality of the remedy. The reason for this suggestive power lies in the adjectives special association with critical statements of the following two kinds:-

i) The popular interrogative which expresses doubt and asks for reassurance: 'Is it real?'

ii) Critical comments on credulity which everyone has read or heard at some time. These are typified by the following concoction in which the adjective real/unreal has qualifying prepositional groups.

"Imagined ailments may be real to the sufferer but unreal to anyone else."

It should be obvious that once the writer uses the BE real form, in either Text M or Text C, he is trapped for if the undeveloped form is dangerous to copywriting technique which is to avoid doubt, the developed form (real to.....) is even more so.

The adjective real is a good example of where a change in position from At. to BE creates a strong need for modifying or specifying structures. Such a feature is also apparent of complete and special. The question to be answered is, are these adjectives customarily used in the attributive because of this feature or is it merely customary because of the convenience of placement?

5.2.11. Some implications of the use of adjectives in series.

In the previous section, I considered the possible effect of a change from At. to Pred. on the assumption that the adjective would be used alone and not be part of a series. It has already been stated the adjectives in series are a well-known feature of advertising but I will add that they tend to be used in series in all the syntactic positions of adjectives, whether At, BE; V/C or Appos.

The chief syntactic complexity of the advertising register as exemplified by the texts is that of nouns, adjectives, verbals and sentences in a simple series. I now suggest that the packing of the syntactic positions of adjectives may serve another purpose apart from the convenience of killing several syntactic birds with one stone. I suggest that the meaning of an adjective can be reduced by becoming part of a series. The examples that follow are for various syntactic positions including BE.

Text Mclear

Ex.242

healthy

To keep your skin clear and healthy always wash with MEDAC SOAP. It's specially prepared for greasy skins on which spots flourish.

Notice what happens when either of the two adjectives clear and healthy are removed. The meaning of either adjective becomes more definite e.g. To keep your skin healthy always wash with MEDAC SOAP. I suggest that the adjective healthy now compels attention because its semantic power is directly 'modified' by the main clause, always wash with MEDAC SOAP¹. whereas, in the original example (242), the meaning of

1. I can only suggest how this modification may work by re-arranging the above sentence: Keep your skin healthy (by always washing (it) with MEDAC SOAP). I have bracketted the modification of healthy.

healthy is to some extent reduced by that of the adjective clear.

(young, attractive,
alert, vigorous,
active, happy.)

Ex.243 //At forty a woman looks and feels young
and attractive - a man is alert and vigorous
//We expect to enjoy many active, happy
years ahead.

A removal of either adjective from the series would be disastrous for the intended impression of the copy here and the sheer juxtaposition of the concluding sentence would be more apparent e.g. "//At forty a woman looks young - a man is alert. //We expect to enjoy many happy years ahead."²

2. For the purpose of illustration I have also removed the verb series and feel for it seems to me that this principle may apply to all lexical parts being co-ordinated. For instance, it is a curious

Feature/of the two

feature of the two most frequent (Btype) nouns in Text M that one (relief) is never part of a series but the other (pain) often is (28/67=42%). Not only does the noun head relief stand alone but is expectedly more heavily pre- and post-modified than the noun head pain. I cannot say whether this heavier modification of relief makes its use in a series unlikely or whether its use in a series would make it less emphatic as the positive reward offered to the pain-feeling consumer.

Text C

(light, flarey Ex.244 Fashion this season is in motion: day clothes
lisson, floaty) are light and flarey, evening dresses lisson
and floaty,

It is worth noting that the adjective light becomes awkward when used alone. If we remove the words and flarey from the above example this awkwardness becomes plain. The question immediately arises; why or how light? Wherever this adjective appears on the adjective plane it is always part of a series. 1.

1. Note the use of light in Example 74 where this adjective is the first of a pair in series which has postmodification. The postmodification would seem to belong to free rather than ^{to} light.

One concludes from this that direct postmodification of the adjective light 2. is undesirable tactics in Women's Clothing advertisements,

2. It will be remembered from pages 118 and 122 that the only member of the lexical paradigm used was the adjective light, all the other paradigms were non-uses.

at least at the time when the material was written.

warm, soft Ex.245 These marvellous coats are in deep-pile 'Borgana'
luxurious fabric....warm, soft incredibly luxurious.

The above example shows the appositional use of unco-ordinated series (warm, soft, luxurious). The removal of two of these adjectives would make the remaining adjective linguistically incomplete^{1.} and the

1. To the layman the sentence would now have an unfinished look as if the writer had been interrupted in the middle of drafting it.

appositional character of the former construction would be lost.

I now wish to add what seems to me to be a corollary of the process described in the above examples. I suggest that the reduction of the semantic power of an adjective in series may also mean a corresponding reduction of its likely power to compel qualifying structures^{2.} in the

2. It seems that some adjectives cannot be reduced by series in the BE positions e.g. complete, real, special. Their common characteristic appears to be a strong need for linguistic specification in the predicative (BE).

same sentence or the equivalent in the succeeding sentence. Furthermore, such a reduction in emphasis may be advantageous to a writer who wishes to suggest certain qualities rather than define them in concrete detail.

5.3.0. A consideration of Word-making or the positive aspect of copywriting as opposed to the negative aspect of control discussed in 5.2.

In this section I shall confine myself to those instances where it is reasonably certain that the copywriter may be using the devices of the language to create new meanings from familiar items. The evidence must necessarily be of a fragmentary nature in a sample of the present size and the proper treatment of this aspect would require a separate semantic study. Such a study could be made under the following headings:-

/The use of attributive nouns

1) The use of Attributive Nouns. This aspect is already covered by the statistical work of Section 1.2. There is a noticeable tendency for the copywriters of Text M to use nouns in the attributive when concocting new names for minor ailments.¹

1. A famous example often quoted is the concoction night starvation, an obliquely implied cause of sleeplessness and one which can be banished by the regular drinking of a well-known beverage.

Some examples are:-

acid stomach
cold misery
denture worry
indigestion misery
nerve sufferer
winter skin troubles

2) The compounding of words. This aspect is also covered by the statistics of Section 1.2. In nouns and adjectives it was noted that the items in compound words depended upon the frequency of all lexical items elsewhere i.e. familiar items were preferred in the making of compound words.

3) Rankshifting. What is referred to as rankshifting here has been subsumed under 2) above as compound words but requires some comment.

4) Forcing the class positions. This aspect is included in the statistics of Sections 3.0 and 4.0 but requires additional comment.

5.3.1. Rankshifting regarded as a form of compounding.

I have borrowed this term from Dr. M.A.K. Halliday and in the present work employ it to mean only the downgrading of groups and clauses to the rank of a single word. I have ignored the relative clause construction and the clauses which are exponents of the sentence. As nearly all the examples of rankshifting are hyphenated to indicate their word status,

/I have regarded all

I have regarded all examples, whether hyphenated or unhyphenated, as compound words and included them under compounds. All the examples in the texts are quoted in the following lists with their relevant context.

Examples of Rankshifting

TEXT M

- 1 easy-to-carry (rolls)
- 1 easy-to-take (sealed capsules)
- 1 fresh-every-time (Optabs)
- 1 pleasant-to-take (substance)
- 1 tear-off (strips)
- 1 top to toe (vitality)
- 1 value-for-money (tube)
- 7 occurrences

TEXT C

- 1 after-dark (Paris after-dark)
- 1 after-six (for daytime and after-six)
- 1 after-lunch (after-lunch speeches)
- 3 cross-over (collar, panel, style)
- 1 easy-to-make (Vogue pattern)
- *1 a flatter a pretty figure (skirt)
- *1 follow-through (a perfect follow-through)
- *1 forget-about-it (comfort)
- *1 go-ahead (girls)
- *1 hug-me-tite (Alston's HUG-ME-TITE)
- *1 hug-you-tights (Jax Hug-you-tights from America)
- 1 just-you-able (Headline: Viewable Just-you-able Bairnswearable)
- 1 line-for-line (copy of Balencaga's newest suit)
- 6 made-to-measure (skirt)
- 1 made-up (garments)
- 1 modelled-on-nature (girdle)
- 6 nearest-to-nature (girdle, control, sensation etc)
- 1 off-the-peg (prices)

- 1 on-the-town (dresses)
- 1 point-to-points (for point-to-points)
- *2 pull-on (Pull-on bargain, High-waisted pull-on.)
- *1 ride up) No roll over or ride up when worn with stockings.
- *1 roll over)
- 3 safer-from-fire (label, ticket)
- *1 send-no-money (terms)
- *2 show-off-able (Pairnsweat woollies are so "show-off-able")
- *1 sling-anywhere (tie belt)
- 1 slot-through (collar)
- *4 step-ins
- *1 a swing as you walk (skirt)
- 1 under-the-skirt (wear)
- 1 up-to-date (you're up-to-date)
- 1 waist-to-knee (line)
- *1 wash-and-wash ('Crimples' jersey)
- *8 wash-and-wear (Courtelles, fabric, qualities)
- (To wash-and-wear?)
- (It's wash-and-wear)
- 2 wool-and-mohair (silky wool-and-mohair)
- 63

(Note: the clause constructions are marked by an asterisk)

The following points are worth noting:-

- i) Text C has easily the greater number of occurrences. This correlates with the greater proportions of all attributive-to-head constructions and items in compound words.
- ii) Text C has both group and clause rankshifting whereas Text M has only group rankshifting.
- iii) Many of the above examples are obviously non-customary usages e.g.
 - (M) fresh-every-time (Optabs)
 - (M) pleasant-to-take (substance)
 - (M) value-for-money (tube)
 - (C) forget-about-it (comfort)
 - (C) modelled-on-nature (girdle)
 - (C) send-no-money (terms)

iv) Some examples are obviously customary usages (i.e. outside the trade)e.g. (C) go-ahead (girls)

(C) made-to-measure (dress, skirt, blouse)

(C) made-up (garments)

v) There are two examples in Text C which combine rankshifting with a change of class:

just-you-able (from qualified pronoun to adjective)

show-off-able (from verb phrase to adjective)

Both examples occur in separate advertisements by the same maker (Bairnsweat).

A notable feature of the above rankshifting in Text C is that there is a tendency for certain advertisements to specialise in them. ^{1.}

1. I have included in the Appendix a recent example of an unusual advertisement taken from the RADIO TIMES. The body copy of this advertisement consists almost entirely of nominal groups having rankshifted elements as attributive to head qualifiers e.g. Let's-take-all-the-kids (cars). This example indicates that the copy-writer will not hesitate to employ any useful device where it will suit his purpose which seems, in this case, to be a novelty of approach.

We have just noted the example of just-you-able and show-off-able by Bairnsweat. In the following section (Forcing the class axis) I shall give another example which will illustrate this concentration of rankshifting and class-change in an advertisement for a skirt. It is difficult to decide whether the greater proportions of rankshifting and other compound words in Text C are due to the greater inventiveness of their writers or due to the environment of its less finite-verbal style.

5.3.2. Forcing the Class Axis

The extensive development of the class axis has already been noted but so far nothing has been said about the forcing of new positions on this axis. The process can be discussed under three headings:-

1) The making of new verbals from either nouns or adjectives. This has already been treated under "A Digression on Participles" in Section 1.2.8.

2) The making of new adjectives from either nouns or verbals. The examples will be listed and discussed.

3) The making of new nouns from adjectives or verbals.

I have selected the -ness suffixed nouns for discussion.

The making of new adjectives

The making of new adjectives is a distinguishing feature of Text C whose proportions of these are in a ratio of 30 to the 3 occurrences in Text M. The following adjectives appear to be concoctions either of the writers or of the trade ¹:-

1. I have relied on my subjective knowledge of the texts but should add that none of these items can be found in their present form in the dictionary used for Table 33.

Text M - New Adjectives

1 backachy (...if you felt backachy)

1 headachy (If you're always headachy,)

1 rheumaticky (Headline. Rheumaticky backache days)

3 items.

/Text C

Text C - New Adjectives

- 2 Bairnswearable (Headline: Viewable, just-you-able Bairnswearable)
 1 drapey (Terrydene Silk is light and drapey)
 1 droopy (...never pull about or go droopy)
 1 drycleanable (It's also dry-cleanable)
 1 flarey) (Fashion this season is in motion: day clothes are
 1 floaty) light and flarey, evening dresses lisson and floaty.)
 1 just-you-able (see Bairnswearable)
 1 loungeable (...skirt)
 1 loungy (Chanel suit)
 1 machine-tubbable (sweaters)
 2 show-off-able (Headline: So washable, show-off-able Bairnsweare
 1 sittable (...skirt)
 1 springy (the springy partnership of...)
 1 stretchy (elastic)
 1 viewable (see Bairnswearable)
 10 washable (jersey fabrics, flannel etc)
 3 wearable (wearable skirt)
 30 occurrences (17 items)

The following points should be noted:-

- ii) As in Rankshifting, Text C has the greater number of occurrences by roughly the same proportions of 10:1.
- ii) Notice that all the adjectives are formed by the suffixes -able and -y.
- iii) Notice how the new adjectives tend to be found in the same advertisement and the same sentence e.g. in the two headlines:-

Ex.246 Viewable just-you-able Bairnswearable

ex.247 So washable show-off-able Bairnswearable

and in the same sentence of body copy:-

/Ex. 248

flarey Ex.248 Fashion this season is in motion: day-clothes are
floaty light and flarey, evening dresses lissom and floaty
 and the ideal wardrobe is one you can pack into a
 modest-sized suitcase instead of a couple of cabin
 trunks.

Perhaps the finest example in the texts is the following headline
 from Text C:-

wearable Ex.249 I've found a skirt
sittable a deep pleated skirt * a warm, warm wool skirt *
loungeable a flatter a pretty figure skirt * a swing as you
 walk skirt * wearable, admirable, sittable,
loungeable, sleek top-tailored smart skirt.

In Example 249, notice the additional points:-

- a) the attributive-to-head build-up from a skirt in the first
 noun head to the seven 'adjective' items before the last head.¹

1. In a further study on the syntax of the nominal
 groups, it will be possible to show that the density of
 premodification (especially in Text C) tends to
 depend on the frequency of the noun heads. Note that
skirt is a frequent item in Text C.

(It will be recalled that Text C has a higher number of Attributive
 occurrences of all kinds)

- b) the two examples of rankshifting which occur unhyphenated.
 See the verbs flatter and swing above.

The Making of New Nouns

In the previous section we saw that Text C made the greater use
 of the suffixes -y and -able to create new adjectives. The position
 in the nouns is the reverse for it is now Text M which makes the
 greater use of the suffix -ness for the more conventional conversion
 from adjective to noun.

The following two lists are all the nouns ending in -ness:-

Text M - Nouns ending in -ness

Occurrences	Noun	Whether in dictionary ^{1.}
1	biliousness *	no
1	brightness	yes
1	calmness	yes
2	chestiness *	no
1	cleanness	yes
1	fretfulness *	no
1	fullness *	yes
2	goodness	yes
1	happiness	yes
1	heaviness *	no
2	illness/es *	yes
2	listlessness *	no
2	nervousness	no
1	redness *	yes
1	shyness *	yes
2	sickness *	yes
2	shortness *	yes
1	sleeplessness *	no
3	soreness *	no
6	stiffness *	no
2	stuffiness *	yes
1	sureness	no
2	tautness *	no
2	tightness *	no
3	tiredness *	no
1	ugliness *	yes
1	wheeziness *	yes
1	whiteness	yes
<u>47</u>	28 items	

1. The same dictionary was used as for Table 33.
THE POCKET OXFORD DICTIONARY (1957 edition)

TEXT C - Nouns ending in -ness

Occurrences	Noun	Whether in dictionary
1	chilliness *	yes
1	freshness	no
1	happiness	yes
1	loveliness	yes
2	slimness	no
2	softness	no
1	togetherness	no
9	7 items	

The following points should be noted:-

- i) Text M has the greater proportion of the above nouns.
- ii) While it is not possible to say definitely which of the nouns in Text M are deliberate concoctions, it cannot be denied that most of them, those marked with an asterisk, are in some way unpleasant e.g. biliousness, chestiness, soreness etc are the names of conditions one suffers from. The process is similar to that already noted in the use of attributive nouns e.g. denture worry is also some kind of unpleasant condition to suffer from.
- iii) Because Text M seems to need these nouns, it has not the stylistic reluctance to use the -ness suffix which has been suggested of Text C earlier (see page 118).

Note on the suffix -ness

The following table shows this suffix as one of the 10 noun suffixes which account for 10 or more occurrences.

Suffix	<u>TEXT M</u>		<u>TEXT C</u>	
	Words	Occur.	Words	Occur.
ance	3	8	9	11
cy	4	10	3	3
ence	8	17	3	5
er	35	134	61	198
ion	51	200	41	161
ism	2	11	1	1
ity	14	34	14	37
ment	20	70	14	48
ness	28	47	7	9
ry	9	23	8	34
	176	554	161	507

A more detailed study of Noun morphology is not as profitable as that of adjectives (see Appendix 4) because of the greater variety in noun morphology which makes identification of 'noun' class more difficult. One has to supplement recognition by syntactic position; the presence of noun determiners; the genitive; the possibility of plural/non-plural; its selection of the verb; and lastly, by meaning itself.

- C - Complement which includes the traditional object.
- A - Adjunct or Adverbial elements functioning at Sentence level.

The minimum number of exponents for the grammatically complete sentence as defined above is S.P. or P(S) where S can be supplied as in the imperative sentence or in the subjectless sentence to be discussed later in this section under the type of Sentence/Clause Sentences.

THE GRAMMATICAL ENVIRONMENT OF THE LEXIS

6.0. Introduction The preceding analysis of the Lexis has been based as far as possible on its grammatical features but so far the greater context provided by the sentence itself has been virtually untouched. It is now time to show how the analysis of the sentences correlates with the difference in the lexical proportions already noted. The drastic difference between the finite verb proportions (see Table 1A in the Appendix) correlates with a similar drastic difference between the proportions of Sentences to Minor Sentences.¹

1. To simplify the analysis, the sentence is defined here as the structures beginning with a capital letter which occur between such end-punctuation as exclamation marks, question marks and fullstops.

Before continuing it will be well to clarify what is meant by distinguishing between these two kinds of sentence as the distinction is important to the analysis.

The Sentence here is what is traditionally thought of as the independent structure which is grammatically complete in respect of the exponents of clause structure S.P.C.A.² and whose rank is

2. The exponents as used in this analysis are as follows:-
 - S - Subject
 - P - Predicator or the finite verb which can be identified as the traditional main clause verb.
 - C - Complement which includes the traditional object.
 - A - Adjunct or Adverbial elements functioning at Sentence level.

The minimum number of exponents for the grammatically complete sentence as defined above is S.P. or P(C) where S can be supplied as in the imperative sentence or in the subjectless sentence to be discussed later in this section under the types of Sentence/Minor Sentence.

between that of clause and paragraph. The Minor Sentence can be described as the independent structure which lacks sufficient exponents of clause structure to enable a subject-predicator relationship to be identified. In the present analysis the term Minor Sentences includes the grammatically dependent structures illustrated by the following two examples:-

TEXT M

Ex. 250 One dose of Bronchipax at bedtime gives immediate
(Minor Sentence) relief. Relief that will last hours after the other
tablet has given up!

In the above example, the Minor Sentence is a nominal structure Relief that which is in apposition to the last word in the preceding sentence relief. No account is taken of such grammatical dependence: two "sentences" were collected, the first a Sentence, and the second (underlined) a Minor Sentence. 1.

1. The term Non-sentence could also have been employed but such a term may be taken to imply a criticism of anything that is not a traditional sentence.

TEXT C

Ex. 251 Pale, pale pink....flatterer of a colour. To wear
(6 Minor in winter? No problem here. This is Courtelle.
Sentences) So completely washable. And soft and warm. Prettiest
ever....this winter, now.

Of the above seven sentences, all but one (This is Courtelle) are Minor Sentences of which only one may perhaps be described as grammatically dependent e.g. And soft and warm may be part of the series separated by a fullstop from So completely washable.

The sentence analysis can now proceed under the following headings:-

- 1) The lengths of Sentence/Minor Sentence.
- 2) Types of Sentence/Minor Sentence
- 3) A special note on Series
- 4) Conclusion.

6.1.1. The length of Sentences/Minor Sentences.

The marked contrast in proportion of Sentence to Minor Sentence can be shown statistically by the following table which also shows the proportionate distribution of words as there is a difference between the number of Sentence/Minor Sentence units and their share of words. For the first time, I shall be showing divisions of the material into body copy, captions and headlines ^{1.} as they have some relevance to the following analysis.

1. It is difficult to define what is meant by body copy, captions and headlines. I have adopted the following criteria for recognition of these three: Typography, the number of words and position.

Body copy is normally in the smallest print, has the greatest number of words and is usually 'squared' centrally. The main argument of the advertisement is carried here.

Captions have larger or heavier print than body copy, fewer words and generally function as sub-headings either to a paragraph or an illustration. A caption may be a word, group or sentence. Any whole sentence of larger or heavier type print which appears within the main body of body copy has been taken as a caption; italicized single words in body copy are ignored.

Headlines have the largest type, fewer words and may be found at the top, bottom or sides of the body copy. Where an advertisement has consisted only of a sentence in the large type of headlines, this has been taken as a headline. Sometimes the opening words of a sentence in a body copy will begin as a headline. These were taken as headlines.

Generally speaking one identifies any of the above by the presence of the others as well as by the criteria given. In practice the three can merge into each other where the typography is too varied in size and outline.

Table 47A: Showing the proportionate distribution of words in Sentences

TEXT M			TEXT C		
Position in text	Number of Sentences	Number of Words	Position in Text	Number of Sentences	Number of Words
Body copy	814	11,795	Body copy	505	8088
Caption	48	358	Caption	74	774
Headline	121	1 051	Headline	94	941
Total	983	13,204	Total	673	9803

Table 47B: Showing the proportionate distribution of words in Minor Sentences.

TEXT M			TEXT C		
Positions in Texts	Number of Minor Sentences	Number of Words	Position in Texts	Number of Minor Sentences	Number of Words
Body copy	70	504	Body copy	248	2486
Caption	104	642	Caption	286	2252
Headline	107	602	Headline	173	995
Total	281	1748	Total	707	5733

Table 47C: Showing the totals of Section A and B above.

TEXT M			TEXT C		
Position in Texts	Number of Sentences	Number of Words	Position in Texts	Number of Sentences	Number of Words
Body copy	884	12,299	Body copy	753	10,574
Caption	152	1 000	Caption	360	3 026
Headline	228	1 653	Headline	267	1 936
Total	1264	14,952	Total	1380	15,536

6.1.2. The most important stylistic difference between the two texts is in their proportions of Minor Sentences to Sentences in the above table. Text C has by far the greater number of Minor Sentences, a fact which correlates with its having a substantially smaller number of finite verbs. 1.

1. Another important correlation with this Minor Sentence style is to be observed in the non-lexical items. Notice the difference between the texts in Table 1B (Closed-system items Group I) in the appendix. Here Text C has a substantially smaller number of these items (880 less) which reflects their importance in Sentences as opposed to Minor Sentences.

In greater detail, a further contrast can be made between the totals of the above table and the body copy in respect of their proportions of Minor Sentence to Sentence:-

1) Totals (body copy, captions, headlines)

a) In "sentence" units

Text C has 707:673 (Ratio 1:0.95)

Text M has 281:983 (Ratio 1:3.5)

b) In words

Text C has 5733: 9803 (ratio 1:1.7)

Text M has 1748:11,795 (Ratio 1:7.5)

2) Body Copy only

a) In "Sentence" units

Text C has 248:505 (Ratio 1:2.0)

Text M has 70:814 (Ratio 1:11.6)

b) In Words

Text C has 2486:8088 (Ratio 1: 3.2)

Text M has 504:11,795 (Ratio 1:23.4)

6.1.3. TABLE 48 - TEXT M

Section 4: Showing the number of Sentences in Text M ranged according

to the From the above ratios, it will be noted that:-

- i) the statistical importance of Minor Sentences is to some extent offset by their lower proportions of the total words.
- ii) Body Copy has the lowest proportion of Minor Sentences, especially in Text M.
- iii) the difference between the ratios of Text C and Text M remain roughly constant.

Having noted the proportions of the Minor Sentence to Sentence, the next step is to examine their comparative lengths. The following table is offered as statistical evidence that Minor Sentences and Sentences differ markedly in this respect.

41 - 45						
46 - 50	3	0.4				
51 - 55						
56 - 60	1	0.1				
Totals	814	100.0	43	100.0	121	100.0

/6.1.3. Table 48

Section 5: As A For Minor Sentences.

Number of words	Body Copy		Caption		Headline	
1 - 5	11	44.4	56	53.8	61	57.6
6 - 10	25	37.1	31	29.8	33	30.8
11 - 15	10	14.3	14	13.5	9	8.4
16 - 20	2	2.8	3	2.9	4	3.8
21 - 25	1	1.4	1	1.0	1	1.0
26 - 30	1	1.4	1	1.0	1	1.0
31 - 35	1	1.4	1	1.0	1	1.0
36 - 40	1	1.4	1	1.0	1	1.0
41 - 45						
Totals	78	100.0	104	100.0	107	100.0

6.1.3. TABLE 48 - TEXT M

Section A: Showing the number of Sentences in Text M ranged according to the number of words they contain.

Number of words	Body Copy	%	Caption	%	Headline	%
1 - 5	64	7.9	22	45.7	35	28.9
6 - 10	230	28.3	13	27.1	51	42.2
11 - 15	202	24.7	10	20.9	26	21.5
16 - 20	161	19.8	3	6.3	8	6.6
21 - 25	82	10.1				
26 - 30	51	6.3			1	0.8
31 - 35	14	1.7				
36 - 40	6	0.7				
41 - 45						
46 - 50	3	0.4				
51 - 55						
56 - 60	1	0.1				
Totals	814	100.0	48	100.0	121	100.0

Section B: As A for Minor Sentences.

Number of words	Body Copy	%	Caption	%	Headline	%
1 - 5	31	44.4	56	53.8	61	57.0
6 - 10	26	37.1	31	29.8	33	30.8
11 - 15	10	14.3	14	13.5	9	8.4
16 - 20	2	2.8	3	2.9	4	3.8
21 - 25	1	1.4				
26 - 30						
31 - 35						
36 - 40						
41 - 45						
Totals	70	100.0	104	100.0	107	100.0

TABLE 48 - TEXT C

Section A: Showing the number of Sentences in Text C ranged according to the number of words they contain.

Number of words	Body Copy	%	Caption	%	Headline	%
1 - 5	36	7.1	12	16.2	17	18.1
6 - 10	115	22.8	30	40.6	47	50.0
11 - 15	113	22.4	18	24.3	18	19.1
16 - 20	122	24.1	9	12.2	5	5.3
21 - 25	54	10.7	2	2.7	5	5.3
26 - 30	33	6.5	3	4.0	1	1.1
31 - 35	20	4.0				
36 - 40	7	1.4			1	1.1
41 - 45	2	0.4				
46 - 50	3	0.6				
51 - 55						
56 - 60						
Totals	505	100.0	74	100.0	94	100.0

Section B: As A for Minor Sentences.

Number of words	Body Copy	%	Caption	%	Headline	%
1 - 5	76	30.7	123	43.1	90	52.0
6 - 10	84	33.9	89	31.1	72	41.6
11 - 15	46	18.5	41	14.3	7	4.0
16 - 20	21	8.5	22	7.7	1	0.6
21 - 25	9	3.6	10	3.5	1	0.6
26 - 30	6	2.4	1	0.3	1	0.6
31 - 35	2	0.8			1	0.6
36 - 40	3	1.2				
41 - 45	1	0.4				
Totals	248	100.0	286	100.0	173	100.0

Summary of Table 48

<u>TEXT M</u>	<u>SENTENCES</u>			<u>MINOR SENTENCES</u>		
	Body copy	Caption	Head-line	Body Copy	Cap-tion	Head-line
Words						
1 - 10	36.2%	72.8%	71.1%	81.5%	83.6%	87.8%
11 - 20	44.5%	27.2%	28.1%	17.1%	16.4%	12.2%
21 -	19.3%	-	0.8%	1.4%	-	-
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

<u>TEXT C</u>	<u>SENTENCES</u>			<u>MINOR SENTENCES</u>		
	Body copy	Cap-tion	head-line	Body Copy	Cap-tion	Head-line
Words						
1 - 10	29.9%	56.8%	68.1%	64.6%	74.2%	93.6%
11 - 20	46.5%	36.5%	24.4%	27.0%	22.0%	4.6%
21 -	23.6%	6.7%	7.5%	8.4%	3.8%	1.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

6.1.4. The following points are worth noting:-

i) Sentences as represented by Body Copy tend to be short; 80.7% in Text M and 76.4% in Text C are under 21 words (averages 14.5 and 16 words per Sentence respectively).

ii) Minor Sentences are substantially shorter than Sentences in Body Copy and, to a lesser extent, in Captions and Headlines. I suggest that the shorter length of Minor Sentences justifies their being treated separately from Sentences.

iii) Body Copy is always longer than Captions and Headlines. (The exception is the Minor Sentences of Text M where the proportions are fairly close). This is not surprising since Body Copy, especially in Sentences, generally contains the exposition or development of what may be suggested by the Caption or Headline.

iv) Captions and Headlines are sufficiently close in proportion to be classed together.

/v) Text C

Table 49: A General Analysis of the Sentences and Minor Sentences.

v) Text C tends to have longer Sentences and Minor Sentences in all divisions of the table. I suggest that this is due to the greater cataloguing of items that takes place in Text C.¹

1. For instance, Text C lists measurements, prices, sizes etc on a greater scale than Text M.

vi) The proportions of the tables are sufficiently close to warrant suggesting that the texts are a common syntactic genre.

THE TYPES OF SENTENCE/MINOR SENTENCE

6.2.0. In the preceding section, Sentences and Minor Sentences were distinguished from each other by length. The Purpose of the present section is to provide a very general analysis of both kinds of Sentence which is set out in the following table. Examples will follow the table.

1) Length	25	4	30	137	62	30	23	185
2) Clause	22	1	4	31	32	7	2	20
3) Clause	4	—	1	7	3	—	—	3
4) Clause	—	—	—	—	—	—	—	—
	114	1	14	114	114	11	11	114
5) "And"	11	11	11	11	11	11	11	11
6) Total (1)	314	48	121	373	227	74	14	512
Minor Sentences	Only	Cap-	Head-	Total	Only	Cap-	Head-	Total
	Copy	tion	line		Copy	tion	line	
7) Particles	5	22	65	92	61	87	87	235
8) Other	11	11	11	33	111	11	11	233
	16	11	11	38	111	111	111	422
9) Particles	11	11	11	33	111	111	111	355
10) Total (2)	40	104	104	248	340	340	340	1028
11) Grand Total	354	152	225	731	753	753	753	1350

/Table 49

Table 49: A General Analysis of the Sentences and Minor Sentences.

<u>Sentences</u>	TEXT M				TEXT C			
	Body Copy	Cap-tion	Head-line	Total	Body Copy	Cap-tion	Head-line	Total
1) "Ordinary"								
1 Clause	490	27	56	573	297	26	57	380
2 Clause	120	1	8	129	57		7	64
3 Clause	18	2	2	22	10		2	12
4 Clause	2			2	1	1		2
5 Clause					2			2
	<u>630</u>	<u>30</u>	<u>66</u>	<u>726</u>	<u>367</u>	<u>27</u>	<u>66</u>	<u>460</u>
2) "Exclamatory"			<u>1</u>	<u>1</u>	<u>2</u>			<u>2</u>
3) "Interrogative"	<u>15</u>	<u>2</u>	<u>9</u>	<u>26</u>	<u>6</u>	<u>1</u>	<u>2</u>	<u>9</u>
4) "Imperative"								
1 Clause	96	4	30	130	62	30	13	105
2 Clause	32	1	4	37	15	3	2	20
3 Clause	6		1	7	5			5
4 Clause					2			2
	<u>134</u>	<u>5</u>	<u>34</u>	<u>174</u>	<u>84</u>	<u>33</u>	<u>15</u>	<u>132</u>
5) "Mixed"	<u>35</u>	<u>11</u>	<u>10</u>	<u>56</u>	<u>46</u>	<u>13</u>	<u>11</u>	<u>70</u>
6) Total (1)	814	48	121	983	505	74	94	673
<u>Minor Sentences</u>	<u>Body Copy</u>	<u>Cap-tion</u>	<u>Head-line</u>	<u>Total</u>	<u>Body Copy</u>	<u>Cap-tion</u>	<u>Head-line</u>	<u>Total</u>
7) Nominals	5	22	65	92	61	87	82	230
8) Other	<u>33</u>	<u>53</u>	<u>31</u>	<u>117</u>	<u>119</u>	<u>75</u>	<u>35</u>	<u>229</u>
	<u>38</u>	<u>75</u>	<u>96</u>	<u>209</u>	<u>180</u>	<u>162</u>	<u>117</u>	<u>459</u>
9) Formulaics	<u>32</u>	<u>29</u>	<u>11</u>	<u>72</u>	<u>68</u>	<u>124</u>	<u>56</u>	<u>248</u>
10) Total (2)	70	104	107	281	248	286	173	707
11) <u>Grand Total</u>	884	152	228	1264	753	360	267	1380

6.2.1. Examples of the Categories in Table 49

Before the proportions of the above table can be commented on, examples of the various categories will have to be listed and discussed so that the simplifications inherent in such a general outline can be explained and taken into account.

1) "Ordinary" Sentences. These are sentences of the assertive pattern and are shown by the number of independent clauses they possess, the idea being to include series. 1. 2.

1. Wherever series is mentioned, it must be understood that no account is taken of the different syntactic constructions: e.g. the omission of the second subject in the following:-

Text M Ex.252 It wakes up your system and sets it working smoothly again.

e.g. the following verb series has been taken as two independent clauses:-

Text C Ex.253* Call and send name and address only.
(No money).

Verb series of the above kind* are fairly rare in both texts.

2. Note: In Body copy, Multiple Sentences (2,3,4 or 5 independent clauses) tend to average 20 words in Text M and 22 words in Text C.

TEXT M

(1 clause Ex.254 The cause of your symptoms, especially if you are a woman, may be iron deficiency.

15 word
B.C.)

(1 clause Ex.255 The regular dose is important. 3.

5 word

Caption)

3. Note the undeveloped adjective as (Be) complement. Modification of the adjective important is provided indirectly by the paragraph which follows this caption.

- (1 clause Ex.256 SAVLON ANTISEPTIC CREAM HELPS NATURE HEAL.
6 word
headline)
- (2 clause Ex.257 You may deceive yourself about your fine manly
18 word
figure - but your tailor's tell-tale tape betrays
B.C.) those extra inches.
- (3 clause Ex.258 It is non-habit-forming, produces no 'undesirable'
20 words
after-effects, and is so safe you can buy it at any
B.C.) chemist without prescription.
- (3 clause Ex.259 New Healing Substance Relieves Pain, Stops Itching,
9 words
Shrinks Haemorrhoids.
headline)
- (4 clause Ex.260 Soon you will tire less easily, sleep better,
18 word
digest your food better and feel better in every
B.C.) way.

TEXT C

- (1 clause Ex.261 With Autumn and cooler days in mind we have styled
16 word
this neat dress of infinite charm.
B.C.)
- (1 clause Ex.262 It is a pleasure to shop at Jax.
8 word
caption)
- (1 clause Ex.263 Elegant women all over the world choose KAYSER.
8 word
headline)
- (2 clause Ex.264 Of course, you must make sure that it has the ORLON
20 word
label, or you're not getting what you want.
B.C.)
- (2 clause Ex.265 Daddy loves to take me out in my MINIMODE Coat....
14 word
and Mummy knows why.
headline)

/Ex.266

- (3 clause Ex.266 Canadian Squirrel is the supreme uplifter of the
17 word feminine morale - it enhances the beautiful and
B.C.) flatters the others!
- (5 clause Ex.267 They make up like a dream....and because they're
28 word Courtelle acrylic fibre they wash perfectly,
B.C.) never shrink, keep their lovely colours....and
moths won't touch them.

2) Exclamatory Sentences. There are few of this pattern as the copywriters seem to prefer using exclamation marks (see Example 266).

TEXT M

- (1 clause * Ex.127 Ah...what a relief two Rennies can give!
8 words Repeat
headline)

TEXT C

- (1 clause* Ex.268 How cute they look.* And how well they wash.**
4 W B.C.) All the children...and both their parents - are
(1 clause** wearing cardigans or jumpers by Bairnswear. Baby
5 W. B.C.) even has a Bairnswear babyfrock under hers!

3) Interrogative Sentences. It will be noted that Text M makes a greater use of this kind of sentence.

TEXT M

- (1 clause Ex.269 Why is this so? Because Bengers is made from what
4 W. B.C.) wheat and is predigested.
- (1 clause Ex.270 Couldn't you find a way to prevent colds?
9 W. B.C.)
- (1 clause Ex.271 How much more would you give for the chance to be
25 W. B.C.) free of the misery of "tension tiredness", that
feeling of never being quite well?

/Example 272

(1 clause Ex.272 "Why not tell them how much PRO-PLUS has done for you.¹
11 W. B.C.)

1. I have included 6 of these sentences in this category instead of in Imperatives. Of the 6, only 2 have question marks. They have been included because of the question word why.

(1 clause Ex.273 Isn't it strange?
4W. Caption)

(1 clause Ex.274 Have you got that left-over feeling? (from hurried
11W. Headline) meals....hectic living....not enough time to relax)

(1 clause Ex.275 Is indigestion really necessary?
5W. Headline)

TEXT C

(1 clause Ex. 276 Shall ² we compare them to an Autumn day? Certainly
8W. B.C.) the new Scottish Woollen cloths have all of Autumn's mellow warmth....but there's a Spring-young sparkle and flair there too.

2. This is the only occurrence of shall in Text C. One would expect to find rare occurrences of shall in the interrogative form but this appears suspiciously like the first line of Shakespeare's Sonnet XVIII:-

"Shall I compare thee to a summer's day?"
There is also only one occurrence of shall in Text M which occurs in 'speech':-

shall Ex.277 "Ishall certainly recommend these to my friends"

(1 clause Ex.278 What does a smart girl wear when it's time to put her
14 W. B.C.) cottons away? Jersey, of course.

(1 clause Ex.279 Did she want the impossible? She did not.
5W. Caption)

(1 clause Ex.280 MY DEAR, HAVE YOU HEARD...
 24 word
 headline) ...it's so definitely 'IN'...I mean everybody's
 saying the New Mayfair Room at Goring's is
 simply bliss. 1.

1. This is one of the examples where the headline begins the sentence which is then continued in the body copy. In both texts the dots seem equivalent to the dash sign in function and act as a form of disjunctive connection. The usual form is three dots followed by a letter in small print.

4) Imperative Sentences. As I have already discussed Imperative Verbs (see p 83/5), I shall confine the examples to aspects which have so far not been discussed. The importance of imperatives can be seen in their proportion of the total number of Sentences: Text M 17.7% (174/983) and Text C 19.6% (132/673). So further examples will not be amiss.

TEXT M

(1 clause 3 word headline)	Ex.281	Piles? Then <u>try</u> this!
(2 clause 21 word B.C.)	Ex.282	<u>Keep on with</u> the SANATOGEN course and you <u>will</u> soon <u>feel</u> better because the enervating drain on your resources is stemmed.
(2 clause 12 W. B.C.)	Ex.283	Just <u>put</u> a little on each nostril and the result <u>is</u> marvellous.
(3 clause 28 W. B.C.)	Ex.284	For colds and flu <u>take</u> powerful Panets—Panets <u>will</u> quickly <u>reduce</u> your temperature, <u>soothe</u> away all aches and pains without the risk of irritating an already sensitive stomach.

/Example 285

TEXT C

- (1 clause Ex.285 LOSE YOUR HEART AND INCHES IN MYSTIC
7W. Headline)
- (2 Clause Ex.286 Try a pair... you'll find they look as good as they
13 W. B.C.) feel!
- (2 clause Ex.287 Add to it whenever you wish and soon you'll have
17 W. B.C.) a matching set in each enchanting colour.
- (3 clause Ex.288 And then when evening comes, slip off the cardigan,
30 W. B.C.) add a brooch, a belt, a gaily-coloured scarf, and
you're ready to go wherever the social whirl takes
you.

The first example in each text (Examples 281 and 285) are given as examples of the brief sentences in headlines.

The remaining examples are of interest because this type of series is discussed by Scheuweghs: "the first sentence opens with an imperative and the second denotes the result of what is suggested in the first." ^{1.}

1. In his book "Present-day English Syntax" (Section 532 p 312/3), G.C.Scheuweghs cites four examples of this kind of co-ordinated group, one of which I quote here:-

"Remove the jury, and in the hands of the judge alone will rest the capital issue (B127)"

Compare Examples 282 and 287, both of which have will/'ll and the adverb soon. Compare Examples 284 and 286, both of which are connected by a dash sign instead of by the co-ordinating conjunction and. Of the two latter examples, Example 284 is an example of the ambiguous paratactic constructions which characterise the series in this sample; the more likely conjunction between the imperative and the succeeding clauses is the subordinating because.

5) "Mixed" Sentences. These have been excluded because they have some feature which is lacking from the preceding four categories of Sentence. They can be divided into two main kinds:-

/1) Sentences

i) Sentences which have zero elements such as zero subject 1.

1. No account is taken of zero subjects or zero predicates in the co-ordination of the Sentences (Nos 1 to 4) as these may be regarded as 'normal' omissions.

and zero auxiliary etc. 2. 3.

2. There is, unfortunately, no place in the present work for the interesting aspect of zero-connection in Rolf Karlisen's "Studies in the Connection of Clauses in Current English" J.W. Eides A.S. Bergen 1959.

3. I have ^{few} examples of zero complement in Text M and in Text C. The examples of Text C will suffice:-

Ex.289 Send ϕ now. (Caption)

Ex.290 Post ϕ now. (Headline)

I am unable to comment on this kind of zero element as I have not made a careful study of the transitive/intransitive verbs, a subject which is complicated by the fact that there are many verbs which can be used both transitively and intransitively.

This form of zero-connection does seem to occur in advertising. In an advertisement exhorting the owners of puppies to have them vaccinated, the following headline appears below a photograph of a very young puppy:-

"YOUR LOVE ALONE WILL NOT PROTECT" ϕ

The complement is provided by the context (Reference page 29 Radio Times. July 20, 1961.)

ii) Sentences which form part of a series in which a 'complete' sentence (the kind collected under categories 1 to 4) is co-ordinated or juxtaposed with Minor Sentences or other elements.

/i) The most important

i) The most important of these is the zero subject (Text M 18/56 = 33.9% : Text C 20/70 = 28.6%). Examples are :-

TEXT M

- | | | |
|----------------------------|--------|---|
| (zero subject
B.C.) | Ex.291 | ∅ <u>Bucks</u> you up and in no time you feel better all over |
| (zero subject
B.C.) | Ex.292 | ∅ <u>Works</u> fast — soon <u>makes</u> the skin clearer and healthier. |
| (zero subject
headline) | Ex.293 | ∅ <u>Helps</u> you sleep. |

TEXT C

- | | | |
|---------------------------|--------|---|
| (zero subject
B.C.) | Ex.294 | ∅ <u>Means</u> now you can keep your autumn clothes as fresh and sweet as your summer cottons - and much more easily! |
| (zero subject
B.C.) | Ex.295 | Tailored in Brushed Rayon Melange - ∅ - looks like Jersey Wool - <u>is</u> comfortable and warm to wear. |
| (zero subject
caption) | Ex.296 | ∅ <u>Slims</u> the waist, <u>flattens</u> the tummy, <u>controls</u> the hips. |

I have included the above examples as sentences because the subject relationship is unmistakable i.e. zero third-person subject and because the subject can be supplied by the greater context.

Less frequent are the zero auxiliaries:-

TEXT M

- | | | |
|--------------------------|--------|--|
| (zero auxiliary
B.C.) | Ex.297 | ∅ Your husband still <u>got</u> it? - even though he's changed to filters? |
|--------------------------|--------|--|

TEXT C

- | | | |
|--------------------------------------|--------|---|
| (zero auxiliary
and subject B.C.) | Ex.298 | ∅∅ <u>See</u> those elastic criss-cross panels? |
|--------------------------------------|--------|---|

The above has been included in Sentences because of their question form and because the predicate's status is undeniable.

ii) Compound Sentences of the kind already described form the largest part of the Mixed Sentences (Text M 24/56 = 43.9%;

Text C 41/70 = 58.5%) Examples are:-

TEXT M

- (1 clause Ex.299 The noise of the children, the endless bills,
 18 W. B.C.) the never-finished chores, the frantic rush
---is there no relaxation? /Yes, there is! ø
 (2 clause Ex.304 Take IRON-OX Tablets! / 1.

1. Note the rhetorical question and that the referent of the zero complement may be filled by the imperative sentence which follows it.

The first sentence ending at the question mark is an interrogative sentence preceded by a nominal series to which ^{it} is connected by punctuation (the dash).

- (1 clause Ex.300 'No relief' then
 13W. headline) Backache and Stiffness
clear up in a week with Elliman's.

The nominal element 'No relief' is connected to the Sentence followed by the conjunction then.

- (1 clause Ex.301 "It was simply heaven to have a good night's
 17 W. B.C.) sleep after taking just two doses --- no
coughing.

Here the sentence precedes a disjunctive nominal element no coughing.

- (1 clause Ex.302 Just a talk but it changed her life.
 8 W. Headline)

The nominal element 'Just a talk' precedes the Sentence to which it is connected by the co-ordinating conjunction but.

TEXT C

- (1 clause Ex.303 Passionately pale like an evening magnolia,
 35 word or golden and vivid like a sun-drenched beach
 B.C.) or hinting of a wood-nymph's shadowy green...
there's a Pretty Polly Powder-shade for legs
to wear for a perfect follow-through.

/A long mixed

The above review of the "Mixed" Sentences is by no means as thorough or as detailed as it would be in a larger syntactic study but is sufficient to cover the main kinds of Sentence collected under this heading.

MINOR SENTENCES 1.

1. This term has been taken from Leonard Bloomfield's classification of Sentences. See "Language" 1934 Section 11.4

This heading is of necessity a very broad term for a great variety of structures, dependent or independent, which have been excluded from the classification of Sentences because the exponents S and P cannot be identified in the relationship which characterizes Sentences. For convenience of illustration, I have divided these into three apparently mutually exclusive groups in Table 49.

7) Nominals These are Minor Sentences which consist of nominal groups with a recognisable noun head or heads.

Text M Examples (Nominals)

(Nominal Ex.308 The importance of Vitamins
4W. Caption)

(Nominal Ex.309 Double Money Back Offer
4W. Caption)

(Nominal Ex.310 Remarkable success of the Phensic formula
6W. Headline)

(Nominal Ex.311 ANTUSSEN 2.
6W. Headline) the complete scientific cough treatment

2. The above example of the noun head ANTUSSEN (often a brand name) in apposition to the head treatment is a familiar construction in Advertising as the following comparison with Leech (Table XLII) shows:

<u>Television</u>	<u>Text M</u>	<u>Text C</u>
249	207 (109)	175 (96)

The figures in brackets represent the actual sample count. The adjusted figure on the left of each bracket represents the difference in size of sample: Text M 15 M : 28.4 M words, Text C 15.6M to 28.4 M words.

(Nominal Ex.312 The best home help she ever had
7 W. Headline)

(Nominal Ex.313 A powerful weapon in the fight against CATARRH
10 W. Headline and BRONCHITIS

Text C Examples (Nominals)

(Nominals Ex.314 Your inspiration for a lovelier figure. Snug-fitting
various B.C.) two-way stretch woven elastic. Full freedom of
movement. Flattering control. 1.

1. Note that this example is of four Minor Sentences in
some kind of greater series which is parted by fullstops.

(Nominals Ex.315 Flattering styles...bewitching colours for Autumn...
12W. B.C.) a whole world of exciting fashions.

(Nominals Ex.316 Poised, graceful dress for late afternoon or early
18W. B.C.) evening, in satin-backed rayon alpaca which has a
wonderful texture.

(Nominals Ex.317 All-round support
2 W. Caption) irritations, rashes, boils!

(Nominal Ex.318 FASHION IN MOTION health and regularity.
3 W. Caption)

(Nominal Ex.319 Unbelievable fit and freedom
4 W. Caption)

(Nominal Ex.320 New styles, new materials, new colours - coats that
16 W. Caption) will make you look forward to the Winter. 2.

2. Note the Nouns in series (styles, materials, colours)
in apposition to coats which is postmodified.

(Nominal Ex.321 Loveliest coats you ever touched 3.
5 W. Caption)

3. Note the omission of the cataphoric the before the
loveliest coats.

Ex.322 /Ex.322

Notice that Examples 324, 327 and 330 are followed by Explanatory forms.
The fact that the punctuation (?) evokes a response, albeit a contrived

(Nominal Ex.322 Playtex - the Autumn undercover story 1.
5W Headline)

1. Here again as in Example 311, the brandname is the first noun head in apposition.

On page 173, I suggested that it was the greater cataloguing of items that distinguished Text C from Text M. Note the use of nouns in series in Examples 315, 319 and 320.

8) "Other" or General Minor Sentences. These can, for convenience, be divided into five main kinds:-

1) Nominal groups which have either or both of the following items:-

a) Certain words which indicate some kind of sentence status e.g. also, just, not, now, oh, such, then, truly etc.

b) The end punctuation which indicates a sentence status: exclamation and question marks.

TEXT M examples

(!) Ex.323 Wonderful news for sufferers from spots, pimples, irritations, rashes, boils!

((?) Ex.324 The secret? Good health and regularity.

(over X Ex.325 OVER 40?

(Now! Ex.326 Now! a 'contact' PAIN RELIEVER FOR PILES (haemorrhoids)

TEXT C Examples

((?) Ex.327 Washday? Just a few easy minutes.

(Such! Ex.328 Such utterly feminine fashions!

(Truly! Ex.329 Truly another Kay Curtis triumph!

(? Ex.330 Danger from fire? Not at all.

Notice that Examples 324, 327 and 330 are followed by Reply forms. The fact that the punctuation (?) evokes a response, albeit a contrived

one, is one reason for considering these examples as independent Minor Sentences.

ii) Clauses and groups headed by the clause words (how, what, why, when, where etc). This includes Noun Clauses and groups.

Text M Examples

(What! Ex.331 What a change nowadays!

4 W.B.C.)

(Why? Ex.332 Why? What's gone wrong?

1 W. B.C.)

(How to Ex.333 How to make middle age a pleasure

7 W. Headline)

(How to Ex.334 How to stop INDIGESTION - and stop it fast

8 W. Headline)

(What clause Ex.335 What Vykmín does

3 W. Caption)

(How clause Ex.336 How 'Aspro' brings the relief you need.

7 W. Caption)

Text C Examples

(Why? Ex.337 Why BRI-NYLON?

2 W. Headline)

(where to Ex.338 Where to buy your Londonpride

6 W. Caption)

(What about? Ex.339 She's got the message! She knows that - for

3 W. B.C.)

everything she wears - Bri-nylon means the right nylon, used the right way for clothes which give the best fashion value. What about you?

iii) Independent Minor Sentences with some exponent/s of the Sentence:-

/Text M Examples

Text M Examples

- (A. oh!
9 W.B.C.) Ex.32 If your system lacks iron - oh your poor nerves! (repeat)
- (A
7 W. B.C.) Ex.340 America's best seller - because it really works
- (All this/A
7 W. B.C.) Ex.341 All this^{1.} without narcotics, anaesthetics or astringents

1. The pronominal function of this in all this confers an S or C status on it. Compare this example with 347 where the punctuation (,) makes all this a subject-like structure.

- (Not that/A
10 W. B.C.) Ex.342 Not that it would make any difference if she could.^{2.}

2. Minor Sentences beginning with not that appear to be idiomatic constructions.

- (Subjects
and V eds
6 W. Caption Ex.343 Discomfort gone, throbbing soothed, pain stopped.^{3.}

3. This sentence-like passive construction appears to be more used in newspaper headlines than in advertising.

Text C Examples

- (A
11 W. B.C.) Ex.344 For that smooth, unbroken, waist-to-knee line for today's clothes—Youthlines 105.
- (A/A
39 W. B.C.) Ex.345 Much in demand, for instance, the springy partnership of 'Terylene' and wool, going into flared and gored and pleated skirts that are all over Paris: new this autumn, the good-little-girl checks, the deep stained-glass colours, the lively plaids.^{4.}

4. I quote this example as characteristic of the lengthier Minor Sentences of Text C. Note that adjuncts, for instance and especially the construction of this autumn

/which can

which confers a complement-like status on the adjective new. Notice also the compounding of the two structures which are joined by the colon. This kind of compounding is a common feature of Minor Sentences in Text C and is one which requires a separate syntactic study beyond the scope of the present work.

(Nominals of
time & A
20 W.B.C.)

Ex.346 Autumn... time when a woman slashes away her summer cottons and starts in on problems of a new season's wardrobe.

(All this, A
6 W. Caption)

Ex.347 All this, built for life.

(C
15 W.B.C.)

Ex.348 Smart of Bairnsweat to proof their knitwear only with 'Dielmooth' and score another point for wool! 1.

1. Compare this with the similar construction:

Surprising that in Example 11 and amazing that in Example 74. The sentence form would be the proleptic It construction.

(S
3 W. Caption)

Ex.349 Postal orders welcomed

The above examples are by no means a complete inventory of this category but will serve merely to indicate the complexity of the problem of analysis.

iv) Dependent Structures. I have already given two examples of structures which are grammatically dependent on Sentences which are parted by fullstops (See examples 250 and 251). The purpose behind the parting-by-punctuation appears to be that of emphasis. 2.

3 W. Headline

2. In Text C, the purpose seems to be that of simplifying the recognition of syntactic structures especially where the writer is cataloguing detail as in the following example:-

/Example 350

(Various Ex.350 Secret No. 3 - the fashion look. The
 Minor Sentences B.C.) youthful uplift of embroidered nylon
 cups. Gentle, natural uplift. With
 no pressure, no tension. And another
 criss-cross panel between the cups to
 separate ϕ superbly, keep them
 perfectly positioned always.
 (Note the zero complement for separate and the position
 of the adverb always which avoids splitting the infinitive)

I shall quote one more example from Text M, a device which to me seems
 to be much used in journalism outside advertising.

(A Ex.351 She now takes housework in her stride. But only
 9 W. B.C.) a short time ago it seemed drudgery—one dreary
 chore after another. Why? Because an
irregular system made everything seem a burden.

The because clause is grammatically dependent on the question word
why? which in turn coheres to the preceding sentence.

v) Isolated Adjective Series. These usually occur in either
 Captions or Headlines and very seldom in Body Copy.

Examples of Text M

(Series Ex.352 Effective and fast
 3 W. Caption)

(Series Ex.353 Absolutely safe and non-habit-forming
 4 W. Caption)

Text C Examples

(Series Ex.354 NEW-COMpletely WASHABLE
 3 W. Headline)

(Series Ex.355 Viewable just-you-able Bairnewearable 1.
 3 W. Headline)

1. See examples of New Adjectives on page 159

This completes the review of the examples for 8) "Other" or
 General Minor Sentences.

9) Formulaic Minor Sentences. These are the Minor Sentences which appear to be associated with trading usage and which would appear to have a long tradition behind them. The examples do not require comment.

TEXT H

- (obtainable Ex.356 Obtainable from all chemists at 1/9, and the
14 W. B.C.) large economy size 3/3 and 5/3.
- (From/at Ex.357 From Chemists at 1/9 and 4/- a bottle.
8 W. B.C.)
- (Various Ex.358 Big value-for-money tube, 4/6. Standard size,
as paragraph 2/6. From Chemists.
9 W. Caption)

TEXT C

- (Price for Ex.359 Price for sizes 18", 20", 22", 19/6, 24" & 26",
11 W. Caption) 21/-
- (Various Ex.360 In white, black or coral. Sizes 10-16. With
B.C.) white fur 30 guineas. Without fur 27 guineas.
- (Colours Ex.361 Colours: Royal, Platinum, Donkey, Ice Blue,
18 W. B.C.) White, Navy, Moss Green, Pink, Tartan Blue,
Cherry, Turquoise, Black, Yellow, Rose.
- (Hip sizes Ex.362 Hip sizes 36", 38", 40", 42" and in average
14 W. B.C.) sizes and shorter fittings, £6.12.6. Both
could be for you.
- (By/at Ex.363 By Contour, about 9 gns., at all leading stores.
9 W. B.C.)
- (in,sizes Ex.364 In black/flamingo, black/wine, black/brown,
14 W. Caption) black/white, black/blue, sizes 36"-42".
- (available Ex.365 Co-relating Scottish Tweeds available by the
12 W. Caption) yard, 56" wide, 45/- per yard.

There is nothing unusual or unexpected about the above examples of formulaics which can rightly be regarded as Minor Sentences customary to the trade. I suggest they are adequate as 'sentences' because the
/readers expect

the readers expect their information in this truncated syntactic form e.g. such lexical items in the above examples as price, colour and size would appear to have become 'heads' ¹ upon which the recognition of

1. It is no co-incidence that these are frequent items as are many of the 'heads' in Nominals (7) of the table.

these structures depend. In this respect, these words could be said to have acquired the grammatical function of signalling 'appropriate structures to follow'.

6.2.2. Comments on Table 49. Minor Sentences

The most striking difference between the texts has already been discussed quantitatively in the comments on Table 47 where it was noted that the statistical importance of the number of Minor Sentences is somewhat diminished by their smaller share of the total words in the sample. From the above examples of Sentences and Minor Sentences, it will be seen that the difference between the texts is in their proportions rather than ² their type: Text C has a greater number of

2. The construction rather than does not occur in either text.

Minor Sentences in all three categories and a roughly corresponding number less of Sentences. A hint of this possibility in Text C was first seen in its proportions in the semantic classification of nouns (Table 10) when it was noted that Text C's nouns were in an inverse proportion to those of Text M:-

	<u>Semantic Categories</u>	<u>Ratio of Occurrences</u>
Text C	D B A C : E F	<u>2.3:1</u> (69.7:30.3%)
Text M	E F : D A B	<u>3.1:1</u> (75.3:24.7%)

/This is where the
already discussed the head-like function of the nouns in
Formulae (No. 9).

This is where the linguistic expectation¹ mentioned in the

1. I owe this idea to Professor Randolph Quirk. In his book "The Use of English" (Longmans 1962), he discusses the question of redundancy in language and gives a very interesting example on the 'transmission side' of an expected vocabulary in a habitual collocation. To quote: "We also intuitively acknowledge the existence of redundancy in an irritating habit we sometimes have of not completing an utterance. A man waits at Oxford Circus and at last his friend turns up; their conversation may begin somewhat as follows:

'I'm sorry if I'm er - Shall we go and have a bite to -? Or have you had your - Oh, by the way, we can't go for a drive in my - you see, I've failed my - Ugh, the examiner was an absolute - " (pp. 206/207)

Needless to add, this kind of omission does not occur in the present material where presumably clarity is essential but the same principle of expectation applies to the grammar of many Minor Sentences e.g. the grammar of the Full Sentence is clearly unnecessary for Example 362 where Hip sizes is in an equational relationship with the nominal series which follows it. Similarly in Example 356, the subject and verb of the adjective obtainable is not necessary because this is supplied by the context. In both cases such grammar is expected by the reader who is accustomed to such information in this form.

previous section comes into play: the Minor Sentences of Text C are largely abbreviated descriptive structures of what is being sold and its detail, structures which may be 'headed' by the expected nouns D B A C².

2. As in Minor Sentences (Nominals 7.) the noun head dress in Example 316 or the main head coats in Example 320. I have already discussed the head-like function of the nouns in Formulaics (No, 9).

or which may have one of these familiar nouns as an important nominal in its structure. 1.

1. As in Minor Sentences (no. 8), clothes in Example 344; skirts in Example 345.

In sharp contrast with Text C, Text M is devoted to describing people and their 'ailments' and to persuading them directly or indirectly to relieve or avoid these by taking the product. There would seem to be much less scope for the traditionally abbreviated Minor Sentences here except in captions and headlines where they would be expected to appear and in the formulae about price, place of sale and size. 2. The style of Text M, as characterized by body copy,

2. Text M could be contrasted with Text C as the largely intangible to the largely tangible.

is predominantly a full sentence one. In this respect, Text M is much further away from the purely catalogue style of trade which is represented by Text C's higher proportions of Minor Sentences (Nos. 7 and 9) in body copy.

SENTENCES

In the following two tables which summarise the total figures of Table 49, it will be noted that the texts are fairly close in their proportions and that the differences are unimportant:

3 clause	23	3.2	17	2.3
4 clause	2	0.3	4	0.7
5 clause			2	0.3
Totals	903	100.0	592	100.0

Apart from Text M having more 2 (independent) Sentences, the differences are negligible. The following Section will treat Series in greater detail.

/6.3.

Summary of the Sentence Totals in Table 49

Sentences Numbers	TEXT M		TEXT C	
	Total	%	Total	%
(1)	726	73.9	460	68.4
(2)	1	0.1	2	0.3
(3)	26	2.6	9	1.3
(4)	174	17.7	132	19.6
(5)	56	5.7	70	10.4
totals	983	100.0	673	100.0

The differences are:-

- i) The greater use of Interrogative Sentences (3) in Text M has already been commented on in the examples.
- ii) Text C's greater proportion of "Mixed" Sentences is to be expected when considering its higher proportion of Minor Sentences.

Totals 120 100.0 57 100.0

Summary of the Series shown for Sentence Nos. 1) and 4) of Table 49

Sentence Series	TEXT M		TEXT C	
	Total	%	Total	%
1 clause	703	78.1	485	81.9
2 clause	166	18.5	84	14.2
3 clause	29	3.2	17	2.9
4 clause	2	0.2	4	0.7
5 clause	83	3.8	2	0.3
Totals	900	100.0	592	100.0

Apart from Text M having more 2 (independent) Sentences, the differences are negligible. The following Section will treat Series in greater detail.

/6.3.

As the above sentences have been collected by end-punctuation, no account has been taken of instances where

/when conjunct

6.3. A Note on Sentence Series

The proportionate similarity in Table 49 is further corroborated by the similarity of proportion between co-ordinated and non-coordinated Sentences. I shall take the 2 independent clause sentences because there are sufficient for reliable statistics and because they are simple in construction for punctuation. The following table shows these sentences divided into co-ordinated and non-coordinated:-

Table 50: Showing the co-ordination ^{1.} of the 2 clause sentences of Table 49. (Note: only the Sentences of Body Copy have been used for this discussion)

2 Clause Sentences	TEXT M		TEXT C	
	No.	%	No.	%
<u>"Ordinary"</u>				
Co-ordinated	86	71.7	41	71.9
Non-coordinated	34	28.3	16	28.1
Totals	120	100.0	57	100.0
<u>"Imperatives"</u>				
	No.	%	No.	%
Co-ordinated	24	75.0	7	46.7
Non-coordinated	8	25.0	8	53.3
Totals	32	100.0	15	100.0

1. The use of co-ordinating conjunctions is of interest:-

Conjunctions	Text M	Text C	Total
and	88	36	124
but	12	8	20
or	7	2	9
so	2	1	3
then	0	1	1
yet	1	0	1
	110	48	158

As the above sentences have been collected by end-punctuation, no account has been taken of instances where

/these conjunction

these conjunctions begin sentences. For instance, the conjunction for is not represented by the table because out of the 7 occurrences in the sample (both texts), 6 begin sentences. The conjunction so also tends to be used in this way.

In the table it will be noted that and constitutes 81% (124/158) of the total number of conjunctions.

It will be noted that in the above table the proportions of co-ordinated to non-coordinated are very close except for those of the Imperatives of Text C whose numbers of these are too small for consideration. What is of particular interest is that there is a sizeable number of paratactic constructions which are linked by a variety of punctuation. Before giving examples of paratactic sentences it will be worth examining the kind of punctuation employed.

Table 51: Showing the connective punctuation of the unco-ordinated Sentences of Table 50 (2 independent clause type).

Punctuation		Text M	Text C	Total	%
Dash	-	23	6	29	44.0
Comma	,	11	9	20	30.3
Dots ^{1.}	...	4	1	5	7.6
Semi-colon	;	3	5	8	12.1
Colon	:	1	2	3	4.5
Brackets	()	0	1	1	1.5
		42	24	66	100.0

1. Although dots are little used as 'connectives' between clauses, they are much more frequent in other parts of the sentence. In the first 365 examples used for this thesis, they are half as frequent as the dash sign:-

Punctuation	No. of Sentences having dots or dashes	Total of these
dots	30	42
dashes	61	68
Total	91	110

It will be observed that 1 in 12 examples has dots and 1 in 6 has the dash sign. Every fourth example has either dots or the dash sign.

There is no place in the present work for a detailed discussion of the various functions of punctuation. It will suffice to note that statistically the dash sign has ousted the comma, especially in Text M. The dash's advantage is that it may be substituted for any of the items of the above table except perhaps the colon which has an equational function.¹ Connecting sentences is only one of the dash's functions

1. Note the special use of the colon in Example 208 where the equational effect of the colon is a because meaning.

which need concern us here as this section is devoted to examples of paratactic sentences, the dash sign being one of the most important 'connectives'.

Parataxis is probably common enough in speech, poetry and in literature. Only a superficial examination will be attempted as the subject is too complex and is beyond the scope of this thesis. I can suggest however that it has certain advantages.

- i) Juxtaposition enables certain conjunctions (mainly and and because) to be dispensed with if the clause positions remain unchanged.
- ii) Two clauses appear to be somehow associated in meaning merely because they are juxtaposed.

In the examples that follow, I shall suggest the likeliest conjunctions.

/Example 366

(and?) Examples of (i)
 TEXT M (repeat) they feel

(and?) Ex.366 You'll probably notice a difference in only two weeks - as your blood becomes rich, red and healthy again, you'll begin to look and feel a new person

The effect of the dash is to make the adverbial as clause modify both main clauses whereas the use of and would have made it modify only the second main clause.

(but?) Ex.367 One application will generally relieve the intense irritation for hours - regular use often ends the trouble completely, as it did for this sufferer:-

(because?) Ex.368 They must be good - they're America's biggest-selling antacid remedy.

Here the because meaning is strongly suggested by must be and by the unmodified adjective good.

(as?) Ex.369 Why don't you try Rennie's relief - it's so easy this way.

Notice that the dash sign replaces the normal question mark in order to link the two unlike Sentences.

TEXT C Examples. There are less of these because of the smaller number of Sentences in Series and the smaller proportion of Sentences which are linked by the dash sign¹.

1. In Table 51, the proportions of the dash sign are as follows:-

	<u>Text M</u>	<u>Text C</u>
	54.7% (23/42)	25.0% (6/24)

Ex.3 It would therefore seem as if parataxis by dash sign is more prominent in Text M.

/I Ex. 286 (rpt.)

- (and?) Ex.286 Try a pair - you'll find they look as good as they feel!
- (repeat)
- (because?) Ex.370 You risk nothing by sending for your free catalogue - there's no obligation.
- (because?) Ex.371 The cut, the fit, and the finish of a Gor-Ray skirt is perfection - only the best is good enough for you:

Examples of (ii)

TEXT M

- (ambiguous) Ex.372 Here is a sure relief - you'll bless the day you bought your first bottle of Viadox tablets.

The meaning of this construction would seem to be: Such a sure relief that you'll bless the day etc.

- (ambiguous) Ex.373 "I've got a lot to thank Bengers for - it has helped me to convalesce after numerous illnesses"
- (because?)

Notice how the preposition for suggests itself as the conjunction for in a quick reading. The use of the latter would have been awkward following the preposition. 1.

1. of Example 50 where the prepositional group for always is followed by the conjunction for.

TEXT C

- (ambiguous) Ex.374 Even the washing machine holds no terrors for Ban-Lon knitwear - every woman deserves at least one such treat.

The two clauses appear to have nothing to do with each other in meaning. The cohering of the second clause is assured by the use of the determiner such in 'one such treat'.

- (ambiguous) Ex.375 Washing Orlon is easy - it comes up bright and fresh every time, never shrinks.

/I have given

I have given a three-clause sentence here because there were too few examples to draw from in Text C two-clause sentences. The dash sign may be filled by and what's more.

So far I have given examples of the juxtaposition of 'complete' clauses i.e. both clause's having S P (C) - S P (C) as these are the commonest kind. I shall now have to consider the type S P (C) ϕ P (C) because the 'complete' kind, S P (C) and P (C), are commonest in the fully co-ordinated clauses.^{1.}

1. In the "Ordinary" 2-clause Sentences, the proportions are as follows:-

<u>Construction of clauses</u>	<u>Text M</u>	<u>Text C</u>
(1) S P (C) <u>and</u> P (C)	32 46.4%	6 19.4%
(2) S ¹ P (C) <u>and</u> S ² P (C)	16 23.2%	8 20.8%
(3) Other <u>and</u> types	21 30.4%	17 50.8%
Total <u>and</u>	69 100.0%	31 100.0%

The two most frequently used clause types are shown as (1) and (2), (3) being composed of 21 and 12 clause-types respectively.

The difference between the texts in (1) suggests a further difference of verbal style. The proportions between the co-ordinated and non-coordinated clauses of this type is of interest:-

The Ratio of S P (C) and P (C):S P (C) ϕ P (C)

Text M - 32:10 or 3.2:1

Text C - 6:7 or 0.86:1

(Note: In the table above, S stands for noun. The Pronoun subjects were not included here)

Two examples of each text will suffice:-

/Example 376

TEXT M Examples of (i): S P (C) & P (C)

(and?) Ex.376 Anadin lifts depression too - leaves you calm, cheerful, relaxed. ^{1.}

1. cf: Example 12 for the similar use of the verb leaves.

(and?) Ex.377 It's absolutely safe, contains no drug or stimulants.

TEXT C Examples of (i): S P (C) & P (C)

(and?) Ex.378 Your legs feel younger, look lovelier when you wear Elbec supp-hose!

(and?) Ex.379 And for the final assurance of an enchanted evening, a fabulous fur wrap for you costs so little, adds so much to the occasion.

It will be noted that both the dash and comma examples have been given. The proportions of the dash to other punctuation (commas, semi-colons, dots) is as follows:-

Text M 4:6

Text C 0:7 ^{2.}

2. All 2-clause examples of Text C are comma-punctuated.

Conclusion. The following points were noted in the foregoing:-

a) the texts are very close in their proportions of co-ordinated to non-coordinated clauses which suggests that, although the sentence proportions differ in Table 49, these are alike in many respects.

b) there were minor differences in punctuation signs, the dash being more frequently used in Text M, the comma in Text C. From the total figures of the dash it is safe to assert that this sign (and dots as we have seen) is a characteristic form of punctuation in advertising if the texts represent what is true of all advertising.

But, as has already been noted at various points in earlier parts of this thesis, the above differences are very likely to be a consequence of the Minor Sentence style of Text C ^{2.} which has less predicator and hence

2. As was the difference in the number of closed-system items of Table 12 which has already been noted.

less of the space provided by them for adjectives, verbals and nouns.

6.4. Conclusion

The first impression given by Tables 47 and 49 was that Text C's much higher proportion of Minor Sentences to Sentences meant a radical difference either in style or in the language as a whole. In order to establish which was true, I have tried to show that there was no radical difference between the kinds of Minor Sentence and -Sentence by:-

i) giving examples of the 8 categories shown in Table 49 which exhibit many vocabulary and syntactic features in common. (See Examples 250 to 379)

ii) taking Sentences as the more stable basis of comparison and showing that their proportions of the five categories were fairly close and finally corroborating this by a more detailed study of the use of 2-clause series in Nos (1) and (4). (See Tables 50 and 51)

It may therefore be concluded that, if the Sentences of the texts are alike in respect of type and proportion and even if the Minor Sentences were alike only in kind, the radical difference between the texts is the stylistic one of the proportion of Sentence to Minor Sentence; Text M having a full sentence style and Text C having a Minor Sentence style in body copy

This is not to deny that there may still be elements of the Sentence and Minor Sentence which differ at lower ranks. There were, for instance, the following differences which have already been noted: ^{1.}

1. Table 1A (Appendix) alone could be used to prove these differences.

a) At word rank. Text C had more compound words of all kinds than Text M.

b) At group rank. Text C had more attributives of all kinds except V-ing.

But, as has already been noted at various points in earlier parts of this thesis, the above differences are very likely to be a consequence of the Minor Sentence style of Text C ^{2.} which has less predicates and hence

2. As was the difference in the number of closed-system items of Table 1B which has already been noted.

less of the space provided by them for adjectives, verbals and nouns.

APPENDIX

1.0. The Classification of the Words in the Texts

The purpose of the tables in this section is to contrast all the words of the two texts and thereby to provide a further context for the Lexico-grammar. The analysis of the words is divided into five very general categories:-

- Nouns(Hd.) i) The lexis used for the analysis in Sections 1 to 6 (Table 1A)
 Nouns(At.) ii) The closed-system words¹ which seem analogous to Lexis in (i) (Table 1B)

Adjec.(Hd.)
 V-ing(At.)
 V-ed(At.)
 Verb(Finite)
 Verb(Inf.)
 V-base
 V-to
 V-ing
 V-ed
 Adverb-ly
 Cp. Nouns(Hd.)
 Cp. Nouns(At.)
 Cp. Adjec.(Hd.)
 Cp. Adjec.(At.)
 Cp. Verbs(Hd.)
 Cp. Verbs(At.)
 Cp. Adverbs-ly
 Cp. Const.

1. This division over-simplifies the difference between Lexis and closed-system items as if they were at opposite extremes instead of being scattered on a cline between the two. See Section 2.1., 'Grammar' in "The Categories of the Theory of Grammar" by Dr. M.A.K. Halliday from whom I have taken this concept.

- iii) The closed-system words have a structural function of some kind (Table 1C)

- iv) The Special Lexis which consists of lexical items which have been excluded from the analysis of Lexis in (i) (Table 1D)

- v) Miscellaneous words belonging to set phrasals e.g. the to of the to-infinitive to go which was collected as one item but counted as two words (Table 1e)

1.1. i) The Lexis or 'Open-System' words.

The following table shows the various ~~word~~ classes of the Lexis arranged according to their syntactic function i.e. the distinction is made between heads (Hd) and attributives (At) where it applies.

/Table 1A

Hd - head
 V-ing - present participle
 V-ed - past participle
 V-base - bare infinitive
 V-to - to-infinitive
 Cp - compound
 Cp. const - Compound construction

APPENDIXTable 1A: Lexis or 'open' words.

<u>Patent Medicine</u>			<u>Women's Clothing</u>		
<u>Lexical Items</u>			<u>Lexical Items</u>		
Type	Quantity	Difference	Type	Quantity	Difference
Nouns(Hd.)	2942	+81	Nouns(Hd.)	2861	+203
Nouns(At.)	350		Nouns(At.)	553	+203
Adjec.(Hd.)	315		Adjec.(Hd.)	435	+120
Adjec.(at.)	820		Adjec.(At.)	1097	+277
V-ing(At.)	76	+4	V-ing(At.)	72	
V-ed(At.)	69		V-ed(At.)	128	+59
Verb(Finite)	1176	+533	Verb(Finite)	643	
Verb(Imp.)	220	+47	Verb(Imp.)	173	
V-base	41	+30	V-base	11	
V-to	193	+80	V-to	113	
V-ing	194	+73	V-ing	121	
V-ed	79		V-ed	178	+99
Adverb-ly	298	+28	Adverb-ly	270	
Cp. Nouns(Hd.)	103		Cp. Nouns(Hd.)	177	+74
Cp. Adjec.(Hd.)	14		Cp. Adjec.(Hd.)	34	+20
Cp. Const.(At.)	117		Cp. Const.(At.)	239	+122
Cp. Verbs(Hd.)	9		Cp. Verbs(Hd.)	12	+3
Cp Adverbs-ly	1		Cp Adverbs-ly	3	+2
Cp ambiguous	15	+3	Cp ambiguous	12	
	7032	879		7132	979

Abbreviations: At - attributive
Hd - head
V-ing - present participle
V-ed - past participle
V-base - bare infinitive
V-to - to-infinitive
Cp - compound
Cp. const - Compound construction

Interpretation. The differences are shown with a plus sign on the side where there is the greater number. For instance, in Text M there are 2942 Noun heads, 81 more occurrences than Text C's 2861. The overall differences can thus be seen at a glance.

Comments: These have been noted in Section 1.1.4. p 7/9.

1.2. ii) Closed-system words I

The following table shows the various kinds of the closed-system items which are analogous in their syntactic behaviour to Lexis in Table 1A.

Table 1B Closed-system Words, Group 1.

Text M			Text C		
Pronoun (Hd)	697	+222	Pronoun (Hd)	475	
Pronoun (At)	283	+92	Pronoun (At)	191	
Det Noun (Hd)	58	+15	Det Noun (Hd)	43	
Det Noun (At)	312	+78	Det Noun (At)	234	
Demon. (Hd)	62	+36	Demon. (Hd)	26	
Demons. (At)	84		Demons. (At)	108	+24
Articles (A/an)	306	+9	Article(A/an)	297	
Articles (the)	528		Article (the)	544	+16
V (be)	336	+44	V (be)	292	
V (be) Aux	90	+14	V (be) Aux	76	
V (aux)	324	+133	V (aux)	191	
Adverb Vphr	125	+76	Adverb Vphr	49	
Adverbs Other	787	+201	Adverbs Other	586	
	3992	+920		3112	+40

/Explanation

Explanation of the categories

The Pronouns of the table are the Central Pronouns. 1. 2.

1. I have taken the terms Central Pronoun and Determiner-Pronoun from Barbara Strang. See Table 5 and the discussion of pronouns in Section 93 of "Modern English Structures" Arnold 1962.

2. It is interesting to compare these pronouns with the analysis in Leech Table XXXII (P. 169)

	<u>Text M</u>	<u>Text C</u>	<u>Television</u>
I etc	189 (100)	49 (27)	461
we etc	55 (29)	125 (69)	135
you etc	979 (518)	572 (314)	905
he etc	25 (13)	18 (10)	142
she etc	94 (50)	64 (35)	66
it etc	306 (162)	232 (127)	532
they etc	204 (108)	153 (84)	184
	1852 (980)	1213 (666)	2425

In the Text M and C columns, the bracketed figures are the actual sample count and the unbracketed ones are adjusted for difference in size of sample. It will be seen that Television has a substantially higher proportion than either Text M or C and that this may be accounted for by the higher proportions of I and it. You is the most used pronoun in all three but is proportionally higher in Text M and C:- Text M: 52.9% (518/980); Text C: 47.1% (314/666) and Television: 37.3% (905/2425)

I suggest that Text M is closer in proportion to most consumer advertising than Text C whose Minor Sentence Style reduces its pronoun proportions.

Det. Nouns; The Determiner Pronouns e.g. all, another, any, both, each, either, enough, every, few, half, less, lot of, little, many, more, most, much, no, none, one, other, own, plenty of, same, several, some, such etc.

Demon. is the Demonstrative or Deictic, this, that, these, those.

V (be) is the various forms of the verb to be as lone predicator ^{1.}

1. The ratio of the verb is:are show the preoccupation with third person subject which appears to characterize the lexical verbs as well:-

V (be)	Text M	Text C
<u>is:are</u>		
occurrences	208:67	199:62
ratio	3.1:1	3.2:1

V (be) aux is the auxiliary use of the verb to be.

V (aux) is the auxiliary verbs or anomolous finites other than V (be) aux.

Adverbs Vphr. is the Adverb particle up in the verb phrase take up.

Adverbs other is a miscellaneous group: e.g. again, almost, even, ~~ever~~, here, just, never, not, now, often, soon, very etc.

Comments

It will be noted that, with the three exceptions of attributive demonstratives and the indefinite and definite articles, Text C has substantially less of the above categories. The fall in the proportions of these corresponds with the fall in full sentences. In order to show this similarity of proportion, the above table is shown minus the occurrences of the exceptions:-

	Text M	difference	Text C
Closed-system items	3074	less 911=	2163
%	100.0%	29.6%	70.4%
Sentences (Table 49)	983	less 310=	673
%	100.0%	31.5%	68.5%

The following ⁱⁿ ~~re~~ferences may be drawn from the contrast of Table 1B:-

- a) those categories of which Text C has less are grammatically essential to a full sentence style;
- b) those categories which remained unchanged in Text C are grammatically essential to both full sentence and minor sentence styles.

1.3. iii) Closed-system Words II

The following table shows the various kinds of closed system words which have some kind of structural or grammatical function which differentiates them from the preceding category.

as well as etc	17	75	as well as etc	12
	2509	1236		2643

/Table 1C

Explanation of the above categories

The prepositions, of, in, for, from, with, to, by, at, etc

1. Note that the 8 most frequent prepositions listed in Table 36 account for the following total occurrences: Text M: 1137/1354 (84.0%) and Text C: 1515/1695 (89.4%)

Comparatives: as/as and than.

Wh-groups: the groups headed by what, where, when, how, etc.

Table 1C Closed-system words II

<u>Patent Medicine</u>			<u>Women's Clothing</u>		
Closed-system words (structural)			Closed-system words (structural)		
Type	Quantity	Difference	Type	Quantity	Difference
Prepositions	1354		Prepositions	1695	+341
Comparatives	29		Comparatives	35	+6
Wh-groups	34	+11	Wh-groups	23	
Wh-clauses	54	+38	Wh-clauses	16	
N-clauses	42	+26	N-clauses	16	
R-clauses	97	+18	R-clauses	79	
Adv-clauses	161	+79	Adv-clauses	82	
Wh-!	1		Wh-!	2	+1
Wh-?	23	+16	Wh-?	7	
'There'	20		'there'	34	+14
'It'	28		'It'	34	+6
And/but/or	615	+43	And/but/or	572	
for/so/yet	34		for/so/yet	36	+2
as <u>well</u> as etc	17	+5	as <u>well</u> as etc	12	
	2509	+236		2643	+370

Explanation of the above categories

The prepositions, of, in, for, from, with, to, by, at, etc 1.

1. Note that the 8 most frequent prepositions listed in Table 36 account for the following total occurrences: Text M 1137/1354 (84.0%) and Text C 1515/1695 (89.4%)

Comparatives: as/as and than.

Wh-groups: the groups headed by what, whatever, when, where, and

how e.g. when working late; how to find new friends; however well made; when under an emotional strain; whatever her size etc¹.

1. For convenience, I have included the following groups under this heading: although unseen; as directed; if possible; because of dreadful bouts of coughing; whilst avoiding uncomfortable strain and effort. etc.

Wh-clause: the noun clauses headed by what, whatever, how, if, when, where, and why.²

2. The proportions of these clauses are of interest especially in Text M which has the greater number.

	Text M	Text C
what	11	5
whatever	-	3
how	23	5
if	1	-
when	2	1
where	2	-
why	15	2
	<u>54</u>	<u>16</u>

For examples of how see Examples 83 and 336 and why see example 186. Of the 15 whys, 12 are the that's why construction which is a well-known feature of advertising. The following example shows how it works:-

<u>that's why</u>	Ex.380	Remember: good health can only come from a well-balanced diet - and <u>that's why</u> Doctors recommend Bemax.
-------------------	--------	--

Totals

791(100.0%)

/N-clauses:

Table 50.

APPENDIX

N-Clauses: Noun Clauses headed by that. As the above analysis is by word, contact clauses do not appear in the table. ^{1.}

1. Noun Contact Clauses:-

Text M: 32; Text C: 23. See Examples 87, 172, 287, 294.

R-Clauses: Relative Clauses that, which, who, whose. As with Noun Clauses, contact relative clauses do not appear in the table. ^{2.}

2. Relative Contact Clauses:-

Text M: 41; Text C: 26. See examples 312, 321, 336, 339.

Adv. Clauses: The Adverbial Clauses of which the three most frequent are if, when and because.

Wh!: Exclamatory what and how (See Examples 127 and 268).

Wh?: Interrogative how, what, where, who and why. (Why is the most frequent of these Text M 17/23 and Text C 4/7).

There: The non-adjunctival there in: "There are Kayser Nylons from as little as 6/11 a pair" (See also Examples 21, 25, 276, 299, 303 and 370).

It: Proleptic it (See Examples 262, 278, 301 and 369).

And/but/or: the three co-ordinating conjunctions. ^{3.}

3. The slight difference in Text M's favour can be misleading for, in the total series at all ranks, Text C has a much-higher proportion of non-coordinated series than Text M.

Series at all ranks	Text M	Text C
Co-ordinated	649 (82.0%)	608 (68.8%)
Non-coordinated	142 (18.0%)	276 (31.2%)
Totals	791(100.0%)	884(100.0%)

cf: Table 50.

APPENDIX

For, so, yet: I show three of these coordinating conjunctions for space reasons; I left out then.

As well as: this represents group and correlative coordinates: as well as, such as, either/or, neither/nor, not/but, not only/but also, not only/but too; not only/ø also; not only/but ø. These were counted as single items in the above table, the remaining words being accounted for in Table 1E.

Comments

The reduction in Text C's dependent clauses correlates more closely with the difference in Finite Verbs ^{1.} of Table 1A than with the

1. This excludes Imperatives.

difference in Sentences:-

Stylistic proportions of	Text M	Difference	Text C
Dependent Clauses	354	less 161 =	193
%	<u>100.0</u>	<u>45.5</u>	<u>54.5</u>
Finite Verbs (Table 1A)	1176	less 533 =	643
%	<u>100.0</u>	<u>45.3</u>	<u>54.7</u>
Sentences (Table 49)	983	less 310 =	673
%	<u>100.0</u>	<u>31.5</u>	<u>68.5</u>

What is perhaps surprising is the difference of 341 prepositions in Text C's favour. But a probable explanation is that prepositions are an important structural element in Minor Sentences. ^{2.}

2. Note the use of the preposition in in the following Examples 5, 42, 44, 77, 92, 153 and 360.

/1.4.

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- 1.4. iv) Special lexical items excluded from the analysis in Table 2 of the thesis.

The following table lists exclusions most of which have already been mentioned under the various headings in Nouns, Adjectives and Verbals

Table 1D: Special Lexis.

<u>Patent Medicine</u>			<u>Women's Clothing</u>		
Type	Quant.	Differ.	Type	Quant.	Differ.
Maker's names	592		Maker's names	728	+136
Other names	253		Other names	360	+107
Fixed words	104	+29	Fixed words	75	
Odd etc/N.B.	28		Odd (C O D, N B)	70	+42
Prices	145		Prices	226	+81
Numbers(miscel.)	55		Numbers(miscel)	434	+379
-			Materials(Orlon)	182	+182
-			Colours(Series)	417	+417
	1177	+29		2492	+1344

Explanation

Maker's names are both the head and attributive use, the proportions of which are the same for both texts in the ratio 3:2. Taken as a single brandname, these would exceed the frequency of the article the. 1.

1. See Table 36.

Other names include proper names, names of places and countries etc.

/Fixed words

APPENDIX

Fixed words are the fixed phrase items discussed under Nouns, Adjectives and Verbals.

Odd etc are such abbreviations as C.O.D., etc, N.B., P.C. etc which were all counted as single words.

Prices: such forms as the numbers 6/11d, 19/6d, £5-15-0, £18 etc all of which were counted as one word.

Numbers: the use of numbers other than in prices e.g. Text C'S listing of dress sizes.

Materials: such branded names of special materials as Acrilan, Ban-Lon, bri-nylon, Courtelle, Orlon, Rayon, Terylene, Tricel, Viyella. There were 115 heads and 67 attributives. They were seldom premodified.

Colours: These were removed together with their premodification. Although one thinks of 11 different colours (black, blue, brown, green, mauve, orange, pink, purple, red, white and yellow) there are 134 different items in the vocabulary of colour. There were 303 heads and 114 attributives to these. Some examples are Ballater Blue, Beige Mist, Geranium Pink, Kashmir Blue, Pistachio Green, Paradise Pink.

			/1.5.		
233	177		167	112	

APPENDIX

1.5. v/ Phrasal parts of various kinds

For the purpose of the foregoing tables, I counted certain grouped items as single words whereas, in the actual counting of the sample, these were taken as separate words. The following table is intended to adjust these differences. ^{1.}

Table 1A	1. Where such an item as <u>as well as</u> was counted as one 'word' in Table 1C, the remaining two words appear in this table. Similarly with <u>not only/but also</u> , three words will now appear in this table.
----------	--

Table 1E: Phrasal parts of various kinds

Patent Medicine			Women's Clothing		
Type	Quant.	Differ.	Type	Quant.	Differ.
(To)-inf	193	+68	(To)-inf	125	
Comparative	3		Comparative	14	+11
Clause Phr parts	14	+7	Clause Phr parts	7	
As well as	23	+2	As well as	21	
	233	+77		167	+11

1. A difference of 3.1% between the 1/1.6. and 15,546. This compares favourably with the different method used in Table 476 where the difference is 584 words or 3.0% between 14,952 and 15,536.

Comment

It will be noted that the drastic difference between the texts in Table 1E is offset to some extent by the drastic difference in Table 1D. This latter table reflects in particular, Text C's greater preoccupation with trading details already referred to at several points in this thesis.

APPENDIX1.6. vi) The Summary of Tables 1A to E

The following table summarizes all the foregoing tables:-

Summary of Tables I A/E

<u>Patent Medicine</u>			<u>Women's Clothing</u>		
Tables	Totals	Differ.	Tables	Totals	Differ.
No. 1A	7032	+879	No. 1A	7132	+979
No. 1B	3992	+920	No. 1B	3112	+40
No. 1C	2509	+236	No. 1C	2643	+370
No. 1D	1177	+29	No. 1D	2492	+1344
No. 1E	233	+77	No. 1E	167	+11
Grand Totals	14,943	+2141	Grand Totals	15,546	+2744
				(+603)	(+603)

Explanation. The grand total figures are the additions of the 'totals' and 'differences' and if adjusted for the difference between 2141 and 2744, should be as follows:-

	<u>Text M</u>	<u>differ.</u>	<u>Text C</u>	<u>differ.</u>
Grand Total	<u>14,943</u>	-	<u>15,546</u>	<u>603</u> ^{1.}

1. A difference of 3.1% between the 14,943 and 15,546. This compares favourably with the different method used in Table 47C where the difference is 584 words or 3.0% between 14,952 and 15,536.

Comment

It will be noted that the drastic difference between the texts in Table 1B is offset to some extent by the drastic difference in Table 1D. This latter table reflects in particular, Text C's greater preoccupation with trading details already referred to at several points in this thesis.

Patent Medicine Advertisements

5) Tactical Nouns which are characteristic of the trade (43)

A semantic classification of the most frequent
Nouns of the two texts into six main categories.

The Patent Medicine Text

A) Actual items sold (6)

73 tablets

27 pills

23 powders (a part of the body)

16 cream

12 wine

10 paste

161 occurrences

B) Medium of Sale/Requirements of trade (4)

i) 21 bottle

ii) 68 chemist/s

16 size/s

12 tins

49 occurrences

68 occurrences

C) The mention of Price/cost/money etc (0)

Nil

D) Description of item sold (10)

50 vitamins

23 tonic

22 iron

22 treatment

20 food

20 yeast

18 proteins

13 course

10 balm

11 dose/dosage

209 occurrences

Patent Medicine Advertisements

E) Tactical Nouns which are characteristic of the trade (43)

i) <u>The Body itself (12)</u>	
45 teeth	13 family
32 nerves	13 form
29 head	12 house
27 skin	12 world
22 back	11 house
25 denture (a part of the body)	11 science
17 blood	11 week
15 hair	10 age
15 stomach	10 answer
12 body	10 month
11 mouth	10 use
10 muscle	10 weight

260

ii) Health, function, feeling and ailments (30)

76 pain	16 catarrh
71 relief	16 lumbago
54 colds	15 cough
53 aches	15 diet
35 (in)digestion	14 breath
29 troubles	14 infection
26 health	14 system
25 germs	12 constipation
24 acid	12 strains
22 formula	11 misery
19 (dis)comfort	11 sleep
18 sufferer	10 attacks
17 doctors	10 cells
17 irritation	10 habits
17 pimples	10 rheumatism

693 occurrences

iii) Miscellaneous (1)

12 aspirins (aspirins are not sold but attacked in the texts)

Patent Medicine AdvertisementsF) General Tactical Nouns (28)

47	days	14	morning
41	times	13	family
38	life	13	form
32	action	12	homes
31	people	12	world
30	ways	11	house
29	year/s	11	science
17	woman	11	weeks
16	children	10	age
16	hour/s	10	answer
16	man	10	month
16	night	10	use
15	work	10	weight
14	help	10	winter
		<u>515</u>	<u>occurrences</u>

The Clothing TextA) Actual items sold (15)

71	coat
55	skirt
55	dress
49	tweed
31	sweater
26	fur
24	bra
19	suit
16	girdle
15	mink
14	corset
14	nylons
11	hat
11	stockings
10	gown

421 occurrences

Clothing AdvertisementsB) Medium of Sale / Requirements of trade (19)

i)	89	size	15	panel
	87	colour	16	slip
	53	hips	15	neck
	24	length	14	back
	23	range	13	check
	21	fitting	12	cups
	19	inch	12	pockets
	18	shade (instead of colour)	11	pleat
	14	measure	11	side
	10	yard	10	button
			10	cloth
			10	piece
	<u>358</u>	occurrences	10	satin
ii)	40	shop		
	27	post	575	occurrences
	25	floor		

E) Tactics which are characteristic of the trade (16)

13	catalogue	17	wash
13	stockists	15	weight
12	department	15	control
11	label	14	waist
<u>11</u>	order	12	legs
<u>176</u>	occurrences	11	luxury

C) Mention of Price/cost/money other than symbols (4)

41	price	10	season's
15	guineas	401	occurrences
13	money		
12	cash		
<u>81</u>	occurrences		

Clothing AdvertisementsD) Description of item sold (26)

105	wool	16	panel
57	wear	16	zip
42	jersey	15	neck
37	fabric	14	back
33	knit	13	check
24	collar	12	cups
18	material	12	pockets
17	clothes	11	pleat
17	front	11	side
17	waist	10	button
16	belt	10	cloth
16	garment	10	piece
16	lamb	10	satin
		<u>575</u>	occurrences

E) Tactical Nouns which are characteristic of the trade (16)

82	fashion	17	wash
50	line	15	weight
37	look	15	control
34	autumn	14	warmth
34	style	12	legs
23	figure	11	luxury
20	shape	11	touch
16	model	10	season's
		<u>401</u>	occurrences

Clothing AdvertisementsF) General Tactical Nouns (19)

23	child	Text 1 (101) and Text 5 (1-9)
22	day	Text 5
22	comfort	country's work
19	quality	1
19	winter	5
18	way	1
18	women	3
17	girl	5
15	choice	1
15	feeling	2
15	maker	1
13	bargain	8
12	country	4
12	evening	1
12	night	1
12	time	8
12	value	3
12	life	1
10	home	1
298	occurrences	8
12	house	2
11	week	3
10	age	5
10	answer	1
10	month	5
10	apple	4
10	use	3
449	24 items	77

APPENDIXN O U N SCommon Items between Text M (10+) and Text C (1 - 9).

<u>Text M</u>		<u>Text C</u>	
<u>occur.</u>		<u>occur.</u>	
71	relief	1	cream
32	action	5	hour
31	people	1	luggage
229	year	3	cough
27	skin	5	diet
26	health	1	hair
22	treatment	2	stomach
17	irritation	1	infection
16	man	8	system
15	work	4	salve
14	breath	1	source
14	morning	1	aspirin
13	family	8	constipation
13	form	3	tins
12	body	1	wine
12	strain	1	sleep
12	world	8	science
12	house	2	dose
11	week	3	misery
10	age	5	mouth
10	answer	1	attacks
10	month	5	balm
10	muscle	4	cells
10	use	3	habits
<u>449</u>	<u>24 items</u>	<u>77</u>	<u>paste</u>
			<u>rhinoceros</u>

Totals 1247 occurrences

55 items

AppendixN O U N SItems not in Common - Text M

<u>occur.</u>		<u>occur.</u>	
76	pain	16	catarrh
73	tablet	16	cream
68	chemist	16	hour
54	cold	16	lumbago
53	ache	15	cough
50	vitamin	15	diet
45	teeth	15	hair
35	indigestion	15	stomach
32	nerve	14	infection
29	head	14	system
29	trouble	14	help
27	pill	13	course
25	denture	12	aspirin
25	germ	12	constipation
24	acid	12	tins
23	powder	12	wine
23	tonic	11	sleep
22	back	11	sciences
22	formula	11	dose
22	iron	11	misery
21	bottle	11	mouth
20	food	10	attacks
20	yeast	10	balm
18	protein	10	cells
18	sufferer	10	habits
17	blood	10	paste
17	doctor	10	rheumatism
17	pimples		

Totals

1247 occurrences

55 items

AppendixN O U N SCommon Items between Text C (10+) and Text M (1 - 9)

<u>Text C</u>	<u>Text M</u>
<u>occur.</u>	<u>occur.</u>
87 colour	8
57 wear	3
53 hips	1
41 price	9
40 shop	1
37 fabric	1
37 look	1
27 post	1
24 store	3
23 figure	4
20 shape	2
19 quality	1
17 girl	6
17 wash	1
15 feel	6
15 maker	1
15 neck	3
14 back	1
14 corset	1
13 bargain	1
12 country	2
12 evening	3
12 legs	2
12 pockets	8
12 value	1
10 piece	1
<u>655</u> 26 items	<u>72</u>

AppendixN O U N SItems not in common - Text C

<u>occur.</u>		<u>occur.</u>	
105	wool	16	model
82	fashion	16	panel
71	coat	16	zip
55	dress	15	choice
55	skirt	15	control
50	line	15	guineas
49	tweed	15	mink
42	jersey	14	measurements
34	autumn	14	nylons
34	style	14	warmth
33	knit	13	catalogue
31	sweater	13	check
26	fur	13	money
25	floor	13	stockists
24	collar	12	cash
24	bra	12	cups
24	length	12	department
23	range	11	hat
21	fit	11	label
19	inch	11	order
19	suit	11	pleat
18	material	11	side
18	shade	11	stockings
17	clothes	11	touch
17	front	11	luxury
17	waist	10	button
16	belt	10	cloth
16	garment	10	gown
16	girdle	10	satin
16	lamb	10	seasons
		10	yard

Totals 1383 occurrences 61 items

APPENDIXThe Repetition of Adjectives

3.1. The repetition of adjectives is a notable feature of the texts which is related to frequency. In addition to being frequently used in the texts, a fair number of adjectives are used twice or more per sentence. The following two tables illustrate this point.

Table 2: Showing the number of times adjectives ^{1.} are repeated in advertisements.

1. The discussion here refers to the use of adjectives as head and attributive only.

TEXT M		TEXT C	
Frequency per advert.	Occur.	Frequency per advert.	Occur.
116 x 2	232	111 x 2	222
22 x 3	66	26 x 3	78
10 x 4	40	14 x 4	56
1 x 5	5	4 x 5	20
1 x 8	8	1 x 8	8
		1 x 15	15
150	350	157	399

Table 3: Showing the number of times adjectives are repeated within a sentence.

TEXT M		TEXT C	
Frequency per Sentence	Occur.	Frequency per Sentence	Occur.
9 x 2	18	24 x 2	48
1 x 3	3	1 x 3	6
2 x 4	8		
12	29	25	54

(Note: the adjectives in this table are included in Table 2)

APPENDIX

3.2. From Table 2 above, it will be noted that there is little difference between the texts in mere repetitions but that, in Table 3, Text C has twice the number of items and occurrences. What Table 2 does not show is the frequency of the adjectives themselves i.e. how many times a particular adjective is repeated 2 times or more. The following table shows the occurrences of the adjectives in Table 2 from 7 upwards.

Table 4: Showing the total occurrences of Repeated Adjectives as head and attributives.

	TEXT M		TEXT C	
	Adjectives	Occur.	Adjectives	Occur.
1.	good etc	33	new	104
2.	new	27	warm	32
3.	nervous	14	good	30
4.	quick	12	pure	24
5.	active	10	soft	15
6.	safe	9	wonderful	13
7.	rheumatic	8	lovely	10
8.	bronchial	8	full	9
9.	regular	7	furry	8
10.			free	8
11.			double	7
12.			luxurious	7
13.			right	7
	9 Total (1)	128	13 Total (1)	274
	85 remainder	222	50 remainder	125
	94 Total (2)	350	63 Total (2)	399

APPENDIX

3.3. The following points are worth noting:-

i) With the exception of bronchial in Text M and furry in Text C, all the items of the table are the characteristic adjectives which are discussed in Section 2.2. 1.

1. The proportions of the characteristic vocabulary which appears in the above table is as follows:-

Text M: 33% (31/94) and Text C: 52.4% (33/63)

The proportion of the characteristic vocabulary itself which repeated is as follows:-

Text M 88.6% (31/35) and Text C: 73.3% (33/45)

Compare this with the repetitions as a proportion of the whole vocabulary:-

Text M: 26.0% (94/362) and Text C: 16.1% (63/391)

ii) As in Table 12 (Adjectives in common) the adjectives new and good are in the first three frequencies. Notice especially how the order of frequency in Text C corresponds with the order of frequency in the characteristic vocabulary:-

<u>Repeated Occurrences</u>		<u>Characteristic Vocabulary</u>	
<u>new</u>	104	<u>new</u>	135
<u>warm</u>	32	<u>good</u>	50
<u>good</u>	30	<u>soft(ly)</u>	48
<u>pure</u>	24	<u>warm(ly)</u>	45
<u>soft</u>	15	<u>pure</u>	41

The higher frequencies of Text C are probably due to its greater homogeneity of subject matter for, as we have seen in Table 2, the principle of repetition as a proportion of all adjectives is the same for both texts.

/iii)

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iii) A substantial proportion of the most frequent adjectives are repetitions. Taking good and new as examples:

	<u>Text M</u>	<u>Text C</u>
GOOD	<u>61.1%</u> (33/54)	<u>62.5%</u> (30/48)
NEW	<u>65.8%</u> (27/41)	<u>78.2%</u> (104/133)

iv) What (iii) means in the distribution per advertisement can be seen from the example of the use of new in the texts:-

Table 5: Showing the number of advertisements in which the adjective new appears.

<u>TEXT M</u>		<u>TEXT C</u>	
How frequent	Occur.	How frequent	Occur.
14 x 1	14	29 x 1	29
5 x 2	10	17 x 2	34
x 3		10 x 3	30
1 x 4	4	3 x 4	12
1 x 5	5	1 x 5	5
1 x 8	8	1 x 8	8
x 15		1 x 15	15
22	41	62	133

(114)

(127)

The bracketted figures below the table are the total number of advertisements in each text. The proportions will be as follows:-

Text M: 19.3% (27/114) and Text C: 48.8% (62/127)

The distribution of this adjective is unequal in both texts, especially in Text C where instead of appearing at least once in a possible 127 advertisements, it appears in only 62 of them. Notice in particular the high frequencies of 8 and 15.

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The 8 frequency in Text M occurs in a parable-type advertisement about a convert to a health beverage ^{1.} which helped her in her

1. The advertisement which has the headline in Example 302 - Just a talk but it changed her life. Because of the good sleep which the beverage made possible, the housewife was able to adapt herself cheerfully.

efforts to adapt herself to a change of district. The following example illustrates the use of new in two of the sentences of this advertisement.

(4 x new Ex.381 When she moved from the busy, sprawling city of
1 x new) 2. Liverpool, to a bright new housing estate at Halewood, Mrs Margaret Roberts faced a typical modern problem - how to adjust to a new community, how to find new friends, how to begin a new life in unfamiliar surroundings. She knew only too well that it is possible to be very lonely in a new house - unless one makes an effort to get to know people.

2. of Example 61 where the adjective is also repeated 4 times.

The two high frequencies in Text C are as follows -

The 8 frequency appears in an advertisement for a type of zip girdle (corset) with all its new features. The following is an example of one of the sentences from this advertisement.

(2 x new) Ex.382 It's in the sensational new girdle that adds a wonderful new comfort to Playtex slimming power.

APPENDIX

The 15 frequency appears in a very long advertisement ^{1.} about the

Words	1.	This was a full-page advertisement which appeared in the Daily Mail, October 11, 1961 (p. 5). The average for clothing advertisements is 122 words but this advertisement was unusually long, 866 words.		
4	shill			
53	ache			
32	acti			

many kinds of Orlon material. There were no repetitions within the sentences of this advertisement. An example will suffice.

(1 x new) Ex.383 And the latest big development is a glorious new blend of 70 per cent ORLON acrylic fibre with wool - giving you the very best of both natural and man-made fibres.

The unequal distribution of the adjective new or the fact that in Text C, for instance, this adjective does not appear in 64 advertisements suggests that its use is controlled or purposive. This aspect would have better been discussed under Section 5.3. where it seems to belong.

1	delighted	2							
39	(in) diges-	2							
	tion								
2									
1	formally	7	forcing	21					
2	freedom	20	free	8	freely	1	free	31	
14	infection	1	-infective			2	infected	17	
17	irrita-	3	irritable			6	irritate	26	
	ility								
	irritation								
3	living	1	live			5	live	9	
4	loss	7	loose			13	loose	25	
32	nerve (30)	18	nervy (4)						
	nervous-		nervous (14)			1	enervat-	51	
	ness (2)						ing		
3	product	2	productive			3	produce	7	
3	protection	6	protective			5	protect	14	
6	medicine/	16	medical/al	1	medically	3	medicated	26	
	ation								

APPENDIXText M: Parallels for Nouns...Adjectives... Adverbs-ly...Verbals.

Nouns	Adjectives	Adverbs	Verbals	Totals
4 ability	4 able		3 enables	11
53 aches	2 achy		3 aching	58
32 action	12 active		15 acts	59
1 calmness	3 calm		4 calms	8
1 cleanness	9 clean		13 clean	23
19 comfort	4 comfort- able	1 comfort- ably	1 comforting	25
1 delighted	2 delightful		2 delighted	5
35 (in) diges- tion	2 digestive		9 digested	46
2 ease	20 easy	4 easily	6 eases	32
2 emergency	1 emergent		2 emerges	5
1 expectation	2 expectant		2 expect	5
3 fullness/ refill	13 full	1 fully	1 fill out	18
13 forms	17 wonderful	1 formally	7 forming	21
2 freedom	20 free	8 freely	1 free	31
14 infection	1 -infective		2 infected	17
17 irrita- bility irritation	3 irritable		6 irritate	26
3 living	1 live		5 live	9
4 loss	7 loose		13 loses	25
32 nerve (30) nervous- ness (2)	18 nervy (4) nervous (14)		1 enervat- ing	51
3 product	1 productive		3 produce	7
3 protection	6 protective		5 protect	14
6 medicine/ ation	16 medical/nl	1 medically	3 medicated	26

APPENDIX

Text M (continued)

Nouns	Adjectives	Adverbs	Verbals	Totals
1 impurities	7 pure		1 purified	9
9 remedy	1 remedial		1 remedy	11
1 safety	22 safe	4 safely	1 save	28
2 (up)sets	1 set		7 sets (3)	9
22 comfort	7 comfortable	1 comfortably	2 (up)sets(4)	10
1 security	4 secure	1 securely	1 secure	7
2 slimness	3 slim		6 slim	11
4 success	2 successful		1 succeed	7
1 sureness	17 sure	2 surely	3 ensure(2)	8
2 creation	1 creative		5 assure(1)	23
2 sweet	6 sweet	1 dramatically	1 sweetening	9
29 trouble	1 troublesome		2 troubled	32
4 tension	2 tense		1 tensed up	7
2 wonders	17 wonderful	4 easily	1 wonder	20
320 end	228 endless	23	141 ended	712

Why not these in adverb forms?

1 flare	ably flarey	productively	5 flared	7
26 fur	actively	purely	1 furred	27
3 form	calmly	slimly	1 form	4
2 glamour	cleanly	successfully	1 glamorise	11
12 life/ living	delightfully	tensely	6 live	22
2 love	expectantly	wonderfully	3 love	41
1 lounging	irritably	loosely	1 lounging	4
	nervously			

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Text C: Parallels for Nouns...Adjectives...Adverbs-ly...Verbals.

Nouns	Adjectives	Adverbs	Verbals	Totals
1 addition	1 additional		8 add	10
1 admiration	1 admirable		3 admire	5
1 exchange	1 changeable		3 changing	5
8 care	2 careful	3 carefully	2 care	15
87 colour	2 colourful		2 coloured	91
22 comfort (1 dis-)	7 comfortable	1 comfortably	2 comforting	32
1 compare	1 incomparable		3 compare	5
3 cost	1 costly		7 cost	11
6 creases	1 creaseless		1 creasing	8
2 creation	1 creative		5 create	8
1 dramatic(the)	3 dramatic	1 dramatically	1 dramatizing	6
2 drape	2 drapery/able		2 draped	6
6 dream	1 dreamy		1 dreamed	8
6 ease	20 easy	4 easily	1 eases	31
3 end	1 endless		3 ended	7
82 fashion	9 fashionable	3 fashionably	10 fashioned	104
1 flare	1 flarey		5 flared	7
26 fur	8 furry		1 furred	35
3 form	1 formal		1 form	5
2 glamour	7 glamorous	1 glamorously	1 glamorise	11
12 life/ living	2 lively		8 live	22
2 love	30 lovely		9 love	41
1 lounging	2 loungeable/y		1 lounging	4

Why Not?

admirably

colourfully

creatively

dreamily

endlessly

finally

openly

pleasantly

satisfactorily

separately

slightly

usefully

APPENDIX

Text C (continued)

Nouns	Adjectives	Adverbs	Verbals	Totals
3 opening	9 open		4 open	16
8 payment	1 payable		9 pay	18
1 pleasure	2 pleasant		4 pleased	7
27 post	5 postal		5 post	37
1 reality	8 real	6 really	1 realize	16
3 place	1 replaceable		1 replace	5
2 resistance	1 resistant		3 resists	6
1 satisfaction	1 satisfactory		5 satisfy	7
3 seam	1 seamless		3 seamed	7
4 separates	7 separate		1 separate	12
6 set	1 set		3 set	10
20 shape	1 shapely		6 shapes	27
3 slimness	15 slim		9 slim	27
7 sleeves	1 sleeveless		2 sleeved	10
4 stretch	2 stretchy		5 stretch	11
34 style		1 stylishly	6 styled	41
4 tops	9 top		3 top	16
4 trim	2 trim	1 trimly	9 trimmed	16
17 washing/ability	10 washable		24 wash	51
57 wear	3 wearable		50 wear	110
3 use	4 useful		11 used	18
506	195	24	249	974

Why Not?

admirably	dreamily	openly	separately
colourfully	endlessly	pleasantly	slimly
creatively	finally	satisfactorily	usefully

APPENDIX

The Morphology of Adjectives

5.4. This section is by no means an exhaustive study of the suffixes in the sample. It is intended merely as a background to the most frequent suffixes that denote 'adjective':- -able, -al, -ful, -ic, -le (gentle), -ous and -y. The following items have been excluded:-

- i) The -ed and the -ing because of their verbal forms.
- ii) The comparative suffixes, er and est. The two non-comparatives in the sample were both in Text C, slender x 5 and modest x 1.
- iii) -most (utmost x 1); -or (superior x 1) -um (maximum x 1, medium x 2); -ure (demure x 1), -ute (absolutely: Text M 6, Text C 1.)
- iv) the ly above is the -ly in lovely and not the adverb ly

It will be seen from the table that roughly half of the adjective vocabulary can be identified morphologically as 'adjective'. Notice that this proportion is reduced in the occurrences.

	3	6	3	4
	1	1	1	1
	2	3	2	6
	3	4	1	1
	3	4	5	8
	9	9	6	6
	5	38	8	47
	4	13	11	32
	2	2		
	1	2	1	1
	17	40	21	69
	1	1	2	3
	25	83	29	60
Total (1)	211	657	226	681
Difference	165	832	181	1155
Total (2)	376	1489	407	1836

(See Table 1 page 3)

APPENDIX

Text M.

text C.

Table 6 Showing the morphology of the adjectives and adverbs -ly.

Suffixes	Items	Occur.	Items	Occur.
-able	14	42	33	84
-al	44	161	36	123
-ant	9	26	8	27
-ar	5	34	5	8
-ary	5	21	4	6
-ate	4	10	9	24
-en	1	1	3	9
-ent	12	17	8	13
-ern	1	10	1	1
-ese			1	1
-ete	1	11	1	11
-ful	16	51	15	85
-ible	6	16	2	7
-ic	17	51	9	24
-id	3	6	3	4
-ile	1	1	1	1
-ine	2	3	2	6
-ish	3	4	1	1
-ite	3	4	5	8
-less	9	9	6	6
-le	5	38	8	47
-ly	4	13	11	52
-oid	2	2		
-ory	1	2	1	1
-ous	17	40	21	69
-some	1	1	2	3
-y	25	83	29	60
Total (1)	211	657	226	681
Difference	165	832	181	1155
Total (2)	376	1489	407	1836

(See Table 1 page 3)

APPENDIX

Example of Advertisement Style in Rankshifting of English Linguistics
- Radio Times, December 19th, 1963. Page 56.

Of-course-there's-room cars
Belting-up-the-M1 cars
Let's-take-all-the-kids cars
I-want-bucket-front-seats cars
Open-the-door-for-His-Excellency cars
Two's-company-three's-a-crowd cars
All-right-bring-the-dog cars
Champagne-and-emeralds cars
I've-entered-it-at-Silverstone cars
We're-going-to-Greece-by-road cars
Even-Joan-can-park-it cars
Room-to-hold-a-board-meeting cars
Our-cart-track's-like-a-motorway cars
Bet-we're-in-Monte-Carlo-before-you cars
My-wife's-learning-to-drive-in-it cars
I-make-twenty-five-calls-a-day cars
Quart-into-pint-pot cars
Christmas-present cars
BMC BUILD A CAR FOR YOUR KIND OF MOTORING
(39 different cars.
One's a made-to-measure-for-you car.
At your distributor or dealer).

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